

CONSTRUCTION

COMMUNICATION KIT

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UDOT STANDARD STYLE GUIDE

The Utah Department of Transportation (UDOT) has created this style guide to help department employees and members of UDOT-sponsored project teams know how to properly use the UDOT logo, branding and templates. The guide touches specifically on the use of department-wide branding in relation to project-specific branding. The proper use of these guidelines will reduce confusion and create a uniform pattern of use, which will maintain the integrity of the UDOT image.

THE UDOT BRAND MANAGER MUST APPROVE ANY MODIFICATIONS TO THESE GUIDELINES. Please direct any questions or requests to the UDOT Communications Department at 801-965-4387.

The style guide is divided into four general sections.

- 1. UDOT Logo Standard Usage Guide:** Describes the UDOT logo and tagline and gives instructions for use of the logo on department materials. Includes the approved department templates.
- 2. Basic Style Guide for UDOT-Sponsored Projects:** Gives instructions for the use of UDOT, project-specific and contractor logos in project templates and materials. Shows examples using materials developed for I-15 CORE.
- 3. UDOT-Sponsored Project Websites:** Shows the approved template for UDOT-sponsored project websites. Gives instructions and examples for creating a project website.
- 4. UDOT Writing Style Guide:** Gives instructions and examples for writing in Associate Press (AP) style. Includes guidelines and approved formats for press releases and other public media.

DEFINITIONS

Contractor or Subcontractor - Any design, construction or engineering firm that performs work on a UDOT project.

Non-State Employees - Any consultant, contractor or third-party that does not receive payroll or benefits directly from the state of Utah.

Official Correspondence - Any written letter, which is sent to any outside party, representing official information, intelligence, positions or decisions of UDOT or one of its projects. This does not include email sent in the regular course of business.

UDOT - The Utah Department of Transportation and any of its affiliates.

UDOT-Sponsored Project - Any transportation or other project under the direction of UDOT or for which UDOT provides oversight or funding.

UDOT or Project Vehicles - Vehicles owned and/or maintained by UDOT or one of its projects.

UDOT or Project Websites - Any website created for UDOT or one of its studies or projects. The templates and guidelines shown here do not apply to websites created for public awareness campaigns sponsored by UDOT, such as TravelWise, Zero Fatalities or similar sites.

UDOT LOGO STANDARD USAGE GUIDE



OFFICIAL UDOT FULL-COLOR LOGO

This logo should be used for four-color process applications including advertisements, brochures, project sheets, etc.

Use this version whenever possible.

As the official logo for UDOT, all communications featuring UDOT should contain this logo. With all logos, correct and consistent usage is critical, as it preserves UDOT brand identity.

UDOT corporate colors are Pantone Matching System (PMS) 2718, PMS 2748, PMS 158 and Black.

In four-color process (CMYK) applications PMS 2718 is:
67% Process Cyan, 41% Process Magenta,
0% Process Yellow, and 0% Process Black

In four-color process applications PMS 2748 is:
99% Process Cyan, 100% Process Magenta,
18% Process Yellow, and 19% Process Black

In four-color process applications PMS 158 is:
0% Process Cyan, 62% Process Magenta,
95% Process Yellow, and 0% Process Black

Black is:
100% Process Black

The tagline “Keeping Utah Moving” is the only tagline to be used with the logo. It should be included in the footer of internal reports and other internal documents, as shown in the document template example on page 7. The tagline should not be used on external documents or collateral materials.



OTHER ACCEPTABLE APPLICATIONS

The colors shown to the left are the only color combinations allowed in the corporate signature.

The blue fill Pantone Matching System color is: PMS 2718

The Process Mix is: 67% Process Cyan, 41% Process Magenta, 0% Process Yellow, and 0% Process Black

The blue fill Pantone Matching System color is: PMS 2748

The Process Mix is: 100% Process Cyan, 91% Process Magenta, 41% Process Yellow, and 3% Process Black

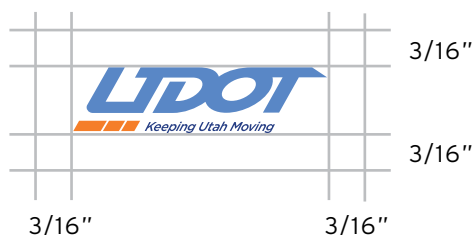
The orange fill Pantone Matching System color is: PMS 158

The Process Mix is: 0% Process Cyan, 62% Process Magenta, 95% Process Yellow, and 0% Process Black

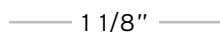
Variations of the logo in Process Black are acceptable up to 50%.

REVERSE APPLICATION

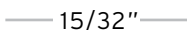
The colors shown to the left are the only reverse color combinations allowed in the corporate signature.

**Preferred Size**

Smallest size
for keeping tagline.

**Maximum Reduction**

If needed this small,
remove the tagline.

**CLEAR-SPACE REQUIREMENTS**

The corporate signature should always be allowed a clean visual separation from all other elements. Always allow a space at least .1875" (3/16) around the entire logo.

MAXIMUM REDUCTION

For readability, the signature should generally not be smaller than the preferred size, as shown on the left. If it is necessary to make the signature smaller than the preferred size, the tagline should not be included and the signature should be no smaller than the maximum reduction shown to the left. There are no maximum enlargement size restrictions. Large-scale uses – such as signs, banners, trade show exhibits, etc. – require accurate enlargements and attention to retain the integrity of the signature.

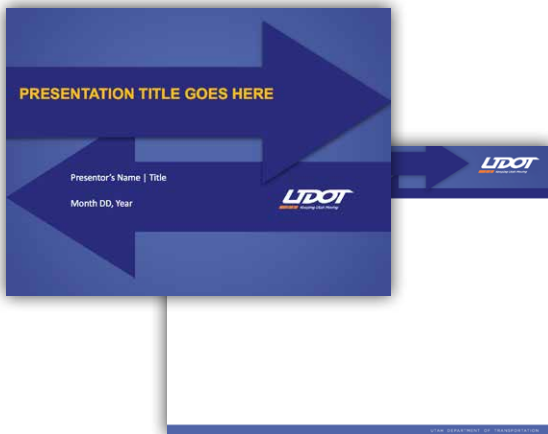
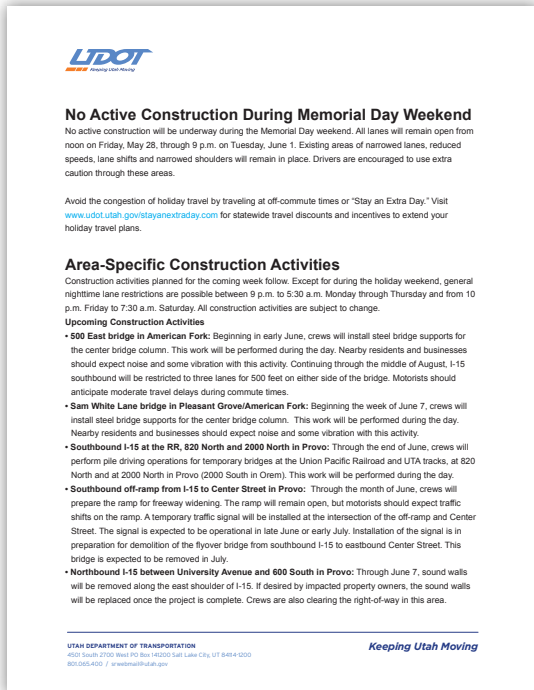
INCORRECT USAGE

The logo is a unique piece of artwork and should be reproduced consistently. Shown at the left are examples of incorrect uses of the signature.

The logo should never be altered in shape, proportion or color contrary to this guide.

Never use the full logo smaller than the maximum reduction size.

Use only the reproducible signatures supplied with this guide.



John Smith | Project Coordinator

UDOT | UTAH DEPARTMENT OF TRANSPORTATION

Work 801.965.4000 **Fax** 801.123.4567 **Cell** 801.123.9874

Email johnsmith@utah.gov | www.udot.utah.gov

DEPARTMENT DOCUMENTS

Approved department templates for Word documents and PowerPoint presentations include the UDOT logo, as shown here. These approved templates are available in electronic form on the UDOT intranet at <http://www.udot.utah.gov/go/pic>. Do not alter the size or placement of the UDOT logo.

NOTE: Official department correspondence to anyone outside the department should be sent on state letterhead and signed by a designated UDOT employee. Non-state employees may not send correspondence on behalf of the department under their name or sign correspondence on state letterhead.

POWERPOINT PRESENTATION

This presentation template is equipped with master slides that are designed and pre-formatted to make all presentations consistent and professional. If external graphics are required, make sure you have permission to use the file or that it is free from licensing or legal regulations. If you will be adding text elements to your slides, only use the same font as the master elements. Extraneous fonts will make the presentation cluttered and difficult to read.

Do not under any circumstances adjust or modify the master slide templates or add any elements to your slides that will cover or encumber the master elements.

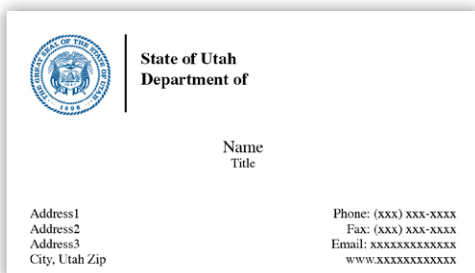
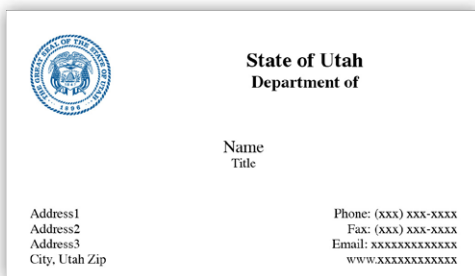
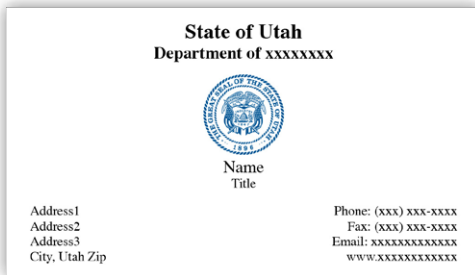
Avoid putting large, detailed charts and graphs in your screens. Your slides need to be simple and crisp. Also, save your graphics as PNG or JPEG files at 72 dpi (dots per inch). Large graphics will make your presentation slow and difficult to manage.

There are transitions built into the master slides, but you may change the default transition if desired. Be careful to only use 2 or a maximum of 3 transition styles in your presentation.

Finally, once your presentation is complete, have a coworker or supervisor proof your presentation.

EMAIL SIGNATURE BLOCK

All department employees should use the approved signature block as shown in this document, unless using an approved project-specific signature block. The UDOT logo should not be used in signature blocks. Neither should consultants use the logo of their individual companies in e-mails sent while performing their assigned department or project duties.



STATE BUSINESS CARDS

State business cards are available for all applicable UDOT employees. When representing the department, employees should only use cards created and customized using one of the templates shown here. The state seal, and not the UDOT logo, should be shown on all department business cards. Business cards should be ordered through www.printingfast.com. Ordering instructions are included in [Appendix A](#).



UDOT VEHICLE SIGNAGE

UDOT vehicles should be marked with the Utah state seal and the UDOT logo. The Fleet Operations Department will order and install vehicle signs for all fleet vehicles.

UDOT WRITING STYLE GUIDE

1. UDOT Style At-A-Glance
2. Grammar and Usage
3. Writing Resources
4. Press Release Guidelines
5. Press Kit Template

UDOT STYLE AT-A-GLANCE

acronym

On first reference, list the full name followed by acronym in parentheses: *The Environmental Impact Statement (EIS) allows for a rebuild of....* On second reference, use acronym: *The EIS shows an alternative alignment.* Examples: *Environmental Assessment (EA)* on first reference and *EA* thereafter; *single point urban interchange (SPUI)* on first reference and *SPUI* thereafter.

Refer to the acronym lists on UDOT website:

<http://www.udot.utah.gov/main/f?p=100:pg:0:::1:T,V:4,72759>.

addresses

Use the abbreviations *Ave.*, *Blvd.* and *St.* only with a numbered address: *450 S. University Ave.* Spell them out and capitalize when part of a street name without a number: *Workers will be paving along University Avenue.* Lowercase and spell out when used alone or with more than one street name: *He turned onto the avenue. Alley, drive, parkway, road, terrace,* etc. are always spelled out.

build-out

Include hyphen when *build-out* is used as a noun or adjective. No hyphen when used as a verb.

concrete, cement

Concrete contains cement plus sand and gravel. *Cement* binds sand and gravel or crushed rock together to form concrete and, therefore, is not used to describe surface material. UDOT typically uses concrete or asphalt on projects.

design-build

Always use hyphen. Not *design/build*.

directions and regions

In general, lowercase *east*, *western*, *northeast*, etc. when referring to a compass direction and uppercase when referring to a region: *Southern accent*, *the West Coast*. Spell out roadway directional names, *North*, *South*, *East*, *West* rather than using the abbreviations *N.*, *S.*, *E.*, *W.*

email

Not *E-mail*.

Express Lane

Capitalize E and L. Never *HOV lane*.

groundbreaking, groundbreaking ceremony

One word, no hyphen.

interchange, intersection

These words are not interchangeable. An *interchange* is where a freeway and road meet or where two freeways connect; freeway traffic does not stop. An *intersection* is where two roads meet and one or more directions must stop.

interstates

First use: *Interstate 15*, *Interstate 80*. Second use: *I-15*, *I-80*.

line spacing

Use only one space between sentences.

milepost

First use: *milepost 167*. Second use: *MP 167*. Only use mileposts when working with the trucking industry. Otherwise provide physical or landmark coordinates such as: *American Fork Main Street to Orem Center Street*.

numbers

Generally, in sentences spell out simple numbers from zero to nine and use figures for numbers over 10. Exceptions may occur for email updates, where space and clarity for quick reads are issues.

region

UDOT Region One, Two, Three, Four. Spell out the region number.

seasons

Lowercase unless part of a formal title: *Work is scheduled to be completed fall 2011*; *the Summer Olympics*.

square feet

Do not abbreviate. When used as an adjective, hyphenate. *The bridge was 14,000 square feet. The 14,000-square-foot structure was impressive.*

state

Lowercase in all constructions and when used as an adjective to indicate jurisdiction: *state Sen. John Smith, the state Department of Transportation, state funds*. Capitalize when part of a formal name: *State Farm Insurance, the State Lands Commission, the State and Consumer Services Agency*.

State Routes

First use: *State Route 92* (note both State and Route are uppercase). Second use: *S.R. 92*.

TDM (travel demand management)

See TravelWise.

U.S. Highways

First use: *U.S. Highway 6*, *U.S. Highway 40*. Second use: *U.S. 6*, *U.S. 40*.

telephone numbers

Omit the numeral “1” before area codes. Standard format is 949-824-1560, ext. 123. When using a personalized phone number that contains words, put the numerical equivalent in parentheses immediately after it: 888-UCI-WINS (888-824-9467).

time of day

Use figures with lowercase type and periods, no spaces: 11 a.m., 3:30 p.m., 3:30 that afternoon, noon, midnight. Use the word “to” between numbers in a time period unless in a calendar listing. Avoid duplicating a.m. or p.m. when both times fall in the same category: *The interchange will be closed from 5 a.m. to 5 p.m.* 5:00 p.m. is not necessary. *Two lanes will be open from 2 to 9 p.m.* In a calendar listing, use a hyphen with no spaces for ranges: 10-11 p.m., 10 a.m.-3 p.m. Use lowercase a.m. and p.m. with periods. When finishing a sentence, an additional period after a.m. or p.m. is unnecessary. Avoid redundancy such as 9 a.m. in the morning.

titles

In general, capitalize formal or courtesy titles before names of individuals: *Director Lyle Lovett*. Lowercase titles following names of individuals, unless the title is organization-specific: *Lyle Lovett is the director. Lyle Lovett is the Region Two Director for UDOT.*

trademarks

Whenever possible, use generic equivalents for trademark brands. When a trademark use is necessary, capitalize it and add the generic terms to fully describe the product: *Kleenex tissues, Styrofoam plastic foam*. Do not use a trademark as a verb: *He photocopied the page*, not *He Xeroxed it*. Do not pluralize trademarks. Symbols signifying a trademark (TM), a service mark (SM) or a registration with the U.S. Patent Office (®) are primarily for the use of the owner to indicate rights; use of the symbols is not required in journalistic publications. For additional information, call the U.S. Trademark Association’s “trademark hotline” in New York, 212-986-5880.

TravelWise

One word; capitalize T and W. TravelWise is UDOT’s branded Travel Demand Management (TDM) campaign and should be used in lieu of the words Travel Demand Management or acronym TDM.

UDOT

The full title of the Utah Department of Transportation must be used on first reference. Use UDOT on second use.

vocabulary

It is imperative to use vocabulary that is familiar to the general public.

The following are some common UDOT terms that are frequently misused.

Avoid

Traffic/Construction impact
Structures
Girders
Facilities
Rotomill and/or overlay
Cost
Challenge
Think
However/But
Accident

Use instead

Delay or inconvenience
Bridges
Beams
Roads
Resurfacing
Investment
Opportunity
Believe
At the same time
Crash

If you are referring to a perceived challenge or cost, you must communicate the benefit. If referencing any of the following, address these questions accordingly:

When Referring to:

- A perceived challenge or cost
- Project traffic delay
- Project duration

Also include information about:

- Benefits at project completion, efficiencies and savings
- Measures taken to minimize inconvenience
- Measures taken to accelerate the work

Avoid sugarcoating and making light of project delays or inconveniences. Don't ask for the public's patience. Acknowledge their pain.

website

One word, lowercase. Not *Web site*. When *Web* is used alone, it should be capitalized: *Web trends*

years

Use an "s" without an apostrophe to indicate spans of decades or centuries: *The 1960s, the late 1800s*. Years are the only exception to the rule that a figure is not used to start a sentence: *1976 was a very good year*. When indicating a span of years within the same century, use only two digits for the ending years. Use the word "to" between a span of years falling in different centuries: *2002-05, 1998 to 2002*.

ZIP code

Use all caps for *ZIP* (Zoning Improvement Plan). In addresses, do not put a comma between the state name and the ZIP code. Use two spaces between state abbreviation and ZIP code: *New York, NY 10022*.

GRAMMAR AND USAGE

accept, except

Accept is a verb meaning, "to receive" or "to agree:" *He accepted the position graciously.* *Except* is a preposition meaning, "all but" or "other than:" *Everyone went to the event, except Mary.*

ad hoc

Adjective or adverb meaning, "for a specific purpose." Do not hyphenate or italicize: *They formed an ad hoc compensation committee.*

advise, advice

Advise is a verb that means, "to recommend, suggest, or counsel:" *I advise you to be cautious.* *Advice* is a noun that means, "an opinion or recommendation about what could or should be done:" *I'd like to ask for your advice on this matter.*

affect, effect

Affect is a verb meaning, "to have an influence on:" *The closure affected traffic.* *Effect* is a noun and is the result of something having been affected: *The effect of the closure lasted until 9 p.m.*

anticipate, expect

Anticipate means, "to expect **and** prepare for something;" *expect* does not include the notion of preparation: *They expect a record crowd. Anticipating a record crowd, they ordered more food.*

back up, backup

Back up is a verb; *backup* is a noun or adjective. No hyphen.

conscious, conscience

Conscious is an adjective meaning, "awake and perceiving:" *Despite a head injury, the patient remained conscious.* *Conscience* is a noun meaning, "the sense of obligation to be good:" *Chris wouldn't cheat because his conscience wouldn't let him.*

hyphen

Use to form a single idea from two or more words: *quick-witted, second-rate, hand-picked.* A compound modifier is hyphenated when it comes before a noun but not when it follows it. *She is a well-known leader. The leader is well known.* Exception: Do not use a hyphen after the adverb *very* or adverbs ending in *ly*. *She is a very well known singer. It is an easily remembered rule.*

Use a suspended hyphen when the modifying word is doing double duty: *second- and third-rate projects. The brochures have a 3- to 4-month shelf life.*

its, it's

Its is a possessive adjective (possessive form of the pronoun *it*): *The crab had an unusual growth on its shell.* *It's* is a contraction for "it is" or "it has:" *It's still raining; it's been raining for three days.*

more than

Preferable to “over,” unless dealing with spatial relationships: *The plane flew over the city. The committee spent more than \$2 million on the project.*

stationary/stationery

To stand still is to remain *stationary*. Writing paper is called *stationery*.

tense

In general, use tense consistently throughout a story. However, tenses may be mixed when needed to distinguish terminated from continuing action: *“I disagree,” she said. But she continues to encourage students to present new ideas.* The verb form *say(s)* suggests past as well as continuing action. Verbs such as *think, regard, deny* and *hope* written in present tense can coexist comfortably with other verbs in other tenses.

than, then

Than is used in comparison statements or preference statements: *He has more schooling than her. I would rather have radio pick it up than broadcast.* *Then* is used to specify the following circumstance in time, space or order: *First the strategy team determines tactics, and then the execution team carries them out.*

that, which, who, whom

Use *that* and *which* in referring to inanimate objects and animals without a name. Use *who* and *whom* in referring to people and to animals with a name: *John Jones is the man who helped me. The machinery that grinds gravel is expensive.* When introducing phrases and clauses, *that* is the preferred pronoun to introduce essential clauses referring to an inanimate object, and *which* is used to introduce nonessential phrases and clauses referring to inanimate objects or animals without a name. Nonessential clauses are set apart by commas: *The student library, which was built last year, hosted an open house. The book that describes the Holocaust was checked out.*

The pronoun *which* occasionally may be substituted for *that* in the introduction of an essential clause referring to an inanimate object or an animal without a name. In general, this use of *which* should appear only when *that* is used as a conjunction to introduce another clause in the same sentence: *He said Monday that the part of the army which suffered severe casualties needs reinforcement.*

their, there, they're

Their is a possessive pronoun: *They got their information.* *There* means a specified place: *The project will begin over there.* *They're* is a contraction for “they are:” *They're making news.*

to, too, two

To is a preposition: *They went to the lake to swim.* *Too* means, “very” or “also:” *I was too tired to continue. I was hungry, too.* *Two* means the number 2: *Two contacts will be available 24 hours a day.*

toward

Not *towards*.

ultra

In general, do not hyphenate the prefix: *ultramodern, ultrasonic, ultraviolet*.

we're, where, were

We're is a contraction for we are: *We're glad to help*. *Where* refers to location: *Where is the project taking place?* *Were* is a past tense form of the verb "to be:" *They were correct in their strategy*.

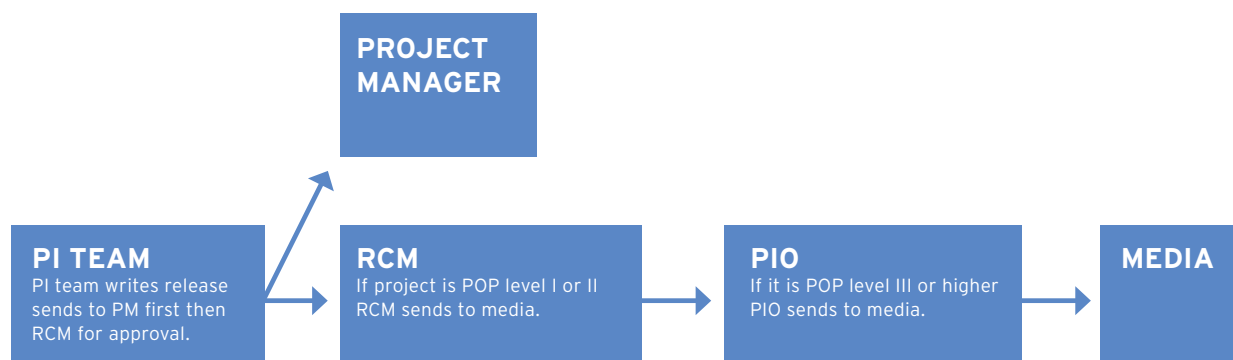
your, you're

Your is a possessive pronoun: *Your shoes are untied*. *You're* is a contraction for "you are:" *You're walking around with your shoes untied*.

WRITING RESOURCES

- 1. The Associated Press Style Guide 2014** - Printed copies are available at almost any bookstore. An online subscription is available at www.apstylebook.com. The journalist's "bible" is produced by the Associated Press news agency. The 2014 version is now available.
- 2. Purdue University Online Writing Lab (OWL)** - owl.english.purdue.edu. OWL offers extensive sources for help with writing mechanics and word use.
- 3. Salt Lake Community College Writing Center** - 210 East 400 South (Library Square Plaza) Salt Lake City Utah, 84111 or online at www.slcc.edu/cwc or call 801-957-4992. The SLCC Writing Center offers free online and in-person writing assistance and charges a fee for classes and training tailored to group needs.
- 4. The Elements of Style, William Strunk, Jr.** - www.bartleby.com/141/
The Elements of Style is one of the oldest and most influential style guides and includes word usage, composition and style rules.

APPROVAL PROCESS FOR PRESS RELEASES



Note: All outreach to Salt Lake area media must go to UDOT PIO.

PRESS RELEASE GUIDELINES

A press release is a written communication directed at members of the news media typically for the purpose of attracting favorable media attention. Press releases are either distributed at events or emailed to assignment editors and reporters at newspapers, magazines, radio stations and television stations.

A press release provides reporters with the basics they need to develop a news story. The following are tips to consider when writing a press release:

- The press release should be sent in the body of an email, not as an attachment.
- Write in AP style. Use an AP stylebook, the UDOT Standard Style Guide and/or one of the other writing resources listed in the Writing Resources section.
- Generally, the release should be limited to one page. Two pages can be used if absolutely necessary.
- The bottom left corner of the release should include the name of contact and cell and/or office number and effective date. This format differs from AP style.
- The headline should communicate the success or uniqueness of the event or project: *New intersection promises more green-light time.*
- The first paragraph of the body should be limited to one or two sentences.
- Put the most important information (who, what, when, where and why) in the first two paragraphs.
- Use quotes from experts that emphasize the bigger picture. Try to open the third paragraph with a quote. Reporters often don't have time to make calls and will sometimes use the quotes provided. Draft the quote and then work to have UDOT or other personnel approve.
- Avoid transportation industry jargon as outlined in the UDOT Standard Style Guide.
- Write in the active voice. For more information about active voice, see Purdue University Online Writing Lab: <https://owl.english.purdue.edu/owl/owlprint/539/>.
- The body of the email should include the full headline and the body of the release, with appropriate spaces.
 - The email subject line generally mirrors the subject line of the press release followed by all or part of the headline.

SAMPLE PRESS RELEASE



For Immediate Release

UDOT to Upgrade Signs and Signals on Park Lane (SR-225) Starting Tuesday

Traffic signal and overhead signs to enhance navigation near Station Park and I-15

SALT LAKE CITY (April 10, 2015) – The Utah Department of Transportation (UDOT) advises drivers to plan ahead for construction on Park Lane (SR-225) near the I-15/US-89 interchange in Farmington beginning as early as Tuesday, April 21. Crews will be replacing a traffic signal and installing new overhead signs to improve the flow of traffic and ease navigation through the interchange.

“Park Lane near the I-15 interchange is heavily used by local residents and businesses,” said Nathan Peterson, UDOT project manager. “These improvements will make navigation easier and enhance safety for drivers.”

Work is scheduled to take place from Tuesday, April 21, to Friday, April 24, between 1 a.m. and 5 a.m. each morning. During that time, Park Lane will be closed between Lagoon Drive and Station Parkway. Motorists are advised to use Clark Lane/Lagoon Drive to State Street (SR-227) as an alternate route to cross I-15.

This work is part of a larger project to improve navigation for drivers traveling between I-15, US-89, Legacy Parkway and Park Lane. Last fall UDOT replaced some traffic signals and modified the roadway striping in the area.

Members of the public can contact the project team with any questions or concerns by calling the project hotline at 888-528-WORK or emailing sr225@utah.gov.

Updated information regarding this and other UDOT construction projects is available through the UDOT Traffic website (udottraffic.utah.gov). Motorists can also follow @udottraffic on Twitter or download the free UDOT Traffic App, available for smartphones and tablets.

-UDOT-

Media Contact:

John Gleason
UDOT Public Information Officer
jgleason@utah.gov
Cell: 801-560-7740

PRESS KIT

A press kit, often referred to as a media kit, is a pre-packaged set of materials distributed to members of the media. It includes a written compilation of information and audio/visual resources to be provided to the media to give them necessary information to write or produce a story about a project or campaign. A USB should be included in press kits with graphics and video as well as digital copies of all written materials

The following are elements to consider when assembling a press kit.

- Fact sheet, which includes the following project data:
 - General overview
 - Scope, schedule, budget
 - Historical data
 - Purpose and need
 - Benefits
 - Associated project information (other projects in the vicinity sponsored by UDOT/city/county/transit agency, etc.)
- Frequently Asked Questions (FAQ) sheet
- Maps
- Graphics
 - Project area
 - Timeline/Phasing
 - Alternate routes
 - Video or still-frame simulations
 - Photographs
 - Logos
- Collateral
 - Newsletters
 - Flyers
 - Postcards
- Press release
- Public information resources
 - Hotline
 - Website
 - Email

APPENDIX A:

STATE OF UTAH BUSINESS CARD ORDERING INSTRUCTIONS

APPENDIX A



STATE OF UTAH CONTRACT NUMBER: **PD2080** March 03, 2010 Page 1 of 2

Revision number:

Purchasing Agent: Mark Parry
Phone #: 801-537-9243
Email: mparry@utah.gov

Item: Printing Of Business Cards on Recycled Paper

Vendor: 89803A

Printing Express

Remit to:

9091 South 700 East
Sandy, Utah 84070

Internet Homepage:

www.printingfast.com

General Contact Usage Report Contact:

Telephone:

Fax number:

Email:

John Hulse
801-567-1888
801-562-9686
john@printingfast.com

Reporting Type:

Brand/trade name:

Line-Item

Line-Item

Price:

Terms:

Effective dates:

Potential renewal options remaining:

Days required for delivery:

Price guarantee period:

Freight:

Minimum order:

Min shipment without charges:

Other conditions:

See price list
Net 30
02/01/2010 through 02/01/2013
Two-(1)-year
Three
One Year

500 Business Cards

CONTRACT HAS BEEN ASSIGNED TO NEW AGENT.

BID NO.MR10029

This contract covers only those items listed in the price schedule. It is the responsibility of the agency to ensure that other items purchased are invoiced separately. State agencies will place orders directly with the vendor creating a PRC in Finet. Agencies will return to the vendor any invoice which reflects incorrect pricing.

Environmentally friendly items marked in green.

UDOT STANDARD STYLE GUIDE

Appendix A: State of Utah Business Card Ordering Instructions



STATE OF UTAH CONTRACT NUMBER: **PD2080** March 03, 2010 Page 2 of 2

COST:

| | ORDERED ELECTRONICALLY | *ORDERED BY FAX, EMAIL, DELIVERED, ETC. |
|-------------|------------------------|---|
| 500 cards | \$18.50 | \$18.50 |
| 1,000 cards | \$23.00 | \$23.00 |

COST TO INCLUDE THE FOLLOWING BASED ON A STANDARDIZED FORMAT REQUIRED FOR ALL STATE AGENCIES:

TWO COLOR: BLUE and BLACK INK
ONE COLOR: BLACK INK
GOLD FOIL - GOVERNOR'S OFFICE ONLY

STANDARD PAPER STOCK:

RECYCLED PAPER INCLUDING: THERMO RITE, GLOBE, NEENAH
VELLUM, LINEN, LAID, PARCH, FIBERTONE, ETC.

STANDARD INK COLORS AVAILABLE:

| | | | |
|---------------|---------------|-----------------|--------------|
| BLACK | GRAY PM423 | BURGANDY PMS221 | GOLD PMS873 |
| SILVER PMS877 | RED PMS185 | TEAL PMS321 | REFLEX BLUE |
| BROWN PMS469 | RHODAMINE RED | PROCESS BLUE | GREEN PMS355 |
| TEAL PMS321 | BLUE PMS647 | GREEN PMS568 | |

SPECIALTY CARDS:

For specialty cards other than the standard format indicated above, which require logos with tight registration, PMS Colors, and two or more colors of ink, a shell will be set up with the ordering agency. Agency will have to commit to purchase a minimum of 2500 cards during the term of the contract to get the same pricing as listed above.

ADDITIONAL CHARGES:

| | |
|--|--------------------------|
| -ADDITIONAL LINES OF TYPE OVER NINE: | NO CHARGE |
| -LOGOS OTHER THAN THE STATE SEAL: | NO CHARGE |
| -SCREENS: | NO CHARGE |
| -ADDITIONAL INK COLOR (OTHER THAN STANDARDS): | \$5.00 PER COLOR |
| -PROOF CHARGE, PER NAME IF REQUESTED: | NO CHARGE |
| -ONLINE PROOFING (THROUGH ONLINE ORDERING SYSTEM): | NO CHARGE |
| -PMS INK COLORS OTHER THAN STANDARDS INDICATED: | \$25.00 PER PRINTING DAY |
| -MINIMUM GUARANTEED USAGE PER YEAR TO SET UP SHELL FOR SPECIALTY CARDS: | 2500 CARDS PER YEAR |



Instructions for Ordering Business Cards for the State of Utah

1. Go to **www.printingfast.com**.
2. On our home page, click on the "Customer Login" link on the left.
3. The Customer Portal page appears. Toward the bottom of the page, enter the username **utah.gov** and the password **cards1** (all lower case letters), and click on the "Enter Your Site" button.
4. The **State of Utah Business Card Order Center** page appears, in which a thumbnail image and item description of each style of business card is listed. If you wish to view a larger image of the card, click on the thumbnail image. Enter the desired quantity in the corresponding "Quantity" box of the card style you need.
5. Click on the "Continue" button (you may need to scroll down somewhat to see this button).
6. Enter the information that will appear on the business card in each of the provided fields (press the tab key to advance to the next field). If you are ordering a card that requires you to enter a department or office name, please capitalize the first letter of each major word of the department name to maintain consistency (Example: Department of **E**nvironmental **Q**uality). Simply skip any fields that do not apply to the current order.

Note: Typically, cards with the gold State Seal are for Utah "Offices", while cards with the blue State Seal are for "Departments." The words "Office of" or "Department of" will be pre-inserted into the form so that you do not have to type them yourself. If for some reason you need to have the pre-inserted text changed or removed, please call Printing Express at 801-567-1888--thank you.
7. Click on the "Preview" button.
8. A proof of your card appears onscreen. Review the information for accuracy. If any changes are needed, click on the "Modify" button, and repeat Steps 6 and 7. When you are satisfied with the proof, click on the "Order" button.
9. An item summary will appear showing all the information you entered along with the order quantity you entered. If you need to change the order quantity, enter the new quantity in corresponding field on the right and click on the "Update Quantities" button.
10. Your order item is complete. If you are ordering cards for more than one person, click on the "Continue Shopping" button, after which you will be redirected to the page corresponding to Step 4. Repeat Steps 4 through 9.
11. When you have finished entering orders for all cards, enter your contact and payment information in the fields provided below the item summaries, and click on the "Submit Request" button toward the bottom of the page. Note: only "Your Name" and "E-mail Address" are required fields.
12. Your entire order is complete! You will be redirected to the home page with a confirmation statement. When you are finished with ordering, click on the link "Log Out" on the left side of our home page. If you realize that you need to place another order before logging out, simply click on the "State of Utah Business Card Order Center" link at the left and you will be redirected to step #4 above.

If you have any problems with this process, please call Printing Express at 801-567-1888. Our hours are Monday thru Friday, 8:30 a.m. - 5:30 p.m.

UDOT Projects

// EXTENDED

Guidelines



Guidelines



These guidelines explain and show how to correctly implement the UDOT brand throughout all levels of project work. It is important that UDOT presents a consistent and unified look and feel to the public. These guidelines provide instructions and examples on how to correctly use UDOT's brand, and correspond with the levels of the Public Outreach Planner (POP):

Level 1: Use UDOT logo only.

Level 2: Use standard branding template to extend UDOT brand to the project.

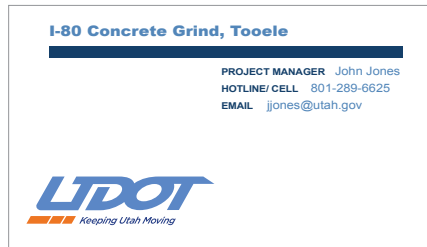
Level 3: Unless the project has innovative or high-profile implications (i.e. TTI or CFI), use UDOT standard branding template to extend UDOT brand to the project.

Level 4: Project-specific branding most likely will be necessary. Guidelines not included. Coordinate with Central Office.

Level 5: Project-specific brand and identity are recommended. Guidelines not included. Coordinate with Central Office. Environmental Studies: Under the direction of the Central Office, either create a study-specific brand or use UDOT standard branding template (see page 42).

Level 1 Samples

BUSINESS CARD



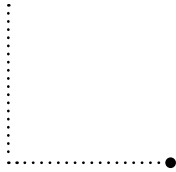
5.5 x 8.5 FLIER



* Design templates available from the UDOT Central Communications office.

Level 1 Samples (cont.)

8.5 x 11 FLIER



Dolore Dolore Dolore Dolore Dolore Dolore

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adi nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

DOLORE

- Illum dolore eu feugiat nulla fac
- Amet nonummy euismod magna aliquam
- Odio isutso autem augues veros dolore magna erat

DOLORE

- Illum dolore eu feugiat nulla fac
- Amet nonummy euismod magna aliquam
- Odio isutso autem augues veros dolore magna erat

DOLORE

- Illum dolore eu feugiat nulla fac
- Amet nonummy euismod magna aliquam
- Odio isutso autem augues veros dolore magna erat

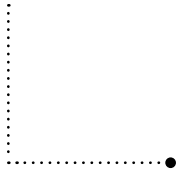
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adi nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adi nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Level 1 Samples (cont.)

PRESS RELEASE



For Immediate Release

UDOT to Upgrade Signs and Signals on Park Lane (SR-225) Starting Tuesday

Traffic signal and overhead signs to enhance navigation near Station Park and I-15

SALT LAKE CITY (April 10, 2015) – The Utah Department of Transportation (UDOT) advises drivers to plan ahead for construction on Park Lane (SR-225) near the I-15/US-89 interchange in Farmington beginning as early as Tuesday, April 21. Crews will be replacing a traffic signal and installing new overhead signs to improve the flow of traffic and ease navigation through the interchange.

"Park Lane near the I-15 interchange is heavily used by local residents and businesses," said Nathan Peterson, UDOT project manager. "These improvements will make navigation easier and enhance safety for drivers."

Work is scheduled to take place from Tuesday, April 21, to Friday, April 24, between 1 a.m. and 5 a.m. each morning. During that time, Park Lane will be closed between Lagoon Drive and Station Parkway. Motorists are advised to use Clark Lane/Lagoon Drive to State Street (SR-227) as an alternate route to cross I-15.

This work is part of a larger project to improve navigation for drivers traveling between I-15, US-89, Legacy Parkway and Park Lane. Last fall UDOT replaced some traffic signals and modified the roadway striping in the area.

Members of the public can contact the project team with any questions or concerns by calling the project hotline at 888-528-WORK or emailing sr225@utah.gov.

Updated information regarding this and other UDOT construction projects is available through the UDOT Traffic website (udottraffic.utah.gov). Motorists can also follow @udottraffic on Twitter or download the free UDOT Traffic App, available for smartphones and tablets.

-UDOT-

Media Contact:
John Gleason
UDOT Public Information Officer
jgleason@utah.gov
Cell: 801-560-7740

UDOT-Sponsored Project Websites



INTRODUCTION

This section provides project teams or subcontractors a step-by-step guide to modifying the UDOT HTML template in order to develop a project website compliant with UDOT design specifications. Project websites are to be built using the approved template, which will provide a more consistent look and feel for the general UDOT audience by giving the different project sites and the main UDOT site a sense of cohesiveness.

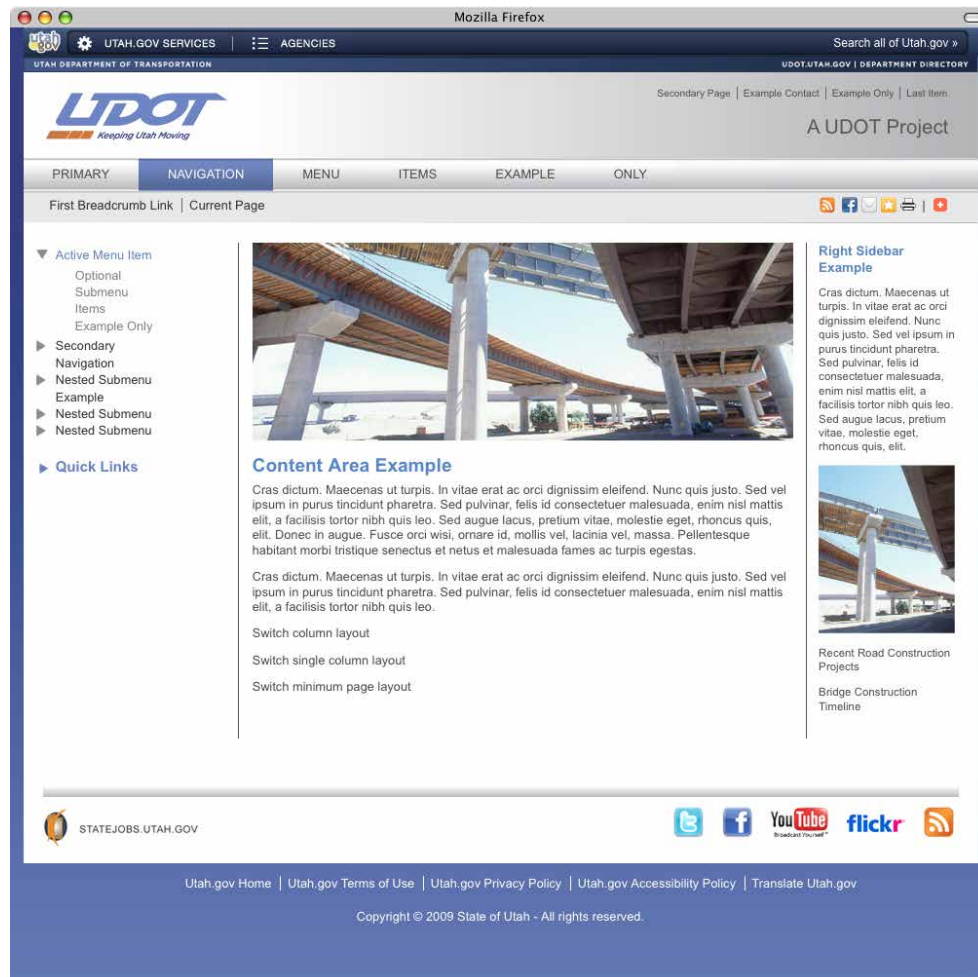
An accompanying website development disc is available. The disc contains this user's guide as well as a template folder. Everything needed to begin designing a project website is included in the template folder.

The necessary HTML, CSS and JavaScript are included to help teams begin building their project website. If possible, it is recommended that the web designer separate duplicate content (navigation, headers, footers) into separate files and include the files with the server-side technology (PHP, ASP). Although this is not necessary for creating a site, it will make future updates to common elements easier to manage.

UDOT-Sponsored Project Websites (cont.)

PAGE LAYOUT TEMPLATE

Each project should create a customized project website following the basic page layout shown here. In the next section, each part of the page layout will be discussed individually.



UTAH.GOV HEADER

At the very top of the page is the utah.gov header, which is automatically inserted into the page. Though this header may change from time to time, at the time this document was created, it looked like the image below.



UDOT-Sponsored Project Websites (cont.)

SITE HEADER



The header element (#header) consists of several elements:

- Logo
- Utility Navigation
- Tagline
- Primary Navigation
- Breadcrumb
- Social Media Sharing Icons

These elements are described in the following sections.

LOGO



The examples in this document show a large UDOT logo in the upper left corner of the header. On a UDOT-sponsored project website, the project logo should replace the standard UDOT logo shown here. The project logo image should have a white background, with maximum dimensions of 200 x 50 pixels.

UDOT-Sponsored Project Websites (cont.)

UTILITY NAVIGATION

Secondary Page | Example Contact | Example Only | Last Item

The utility navigation is located in the upper right corner. It is an unordered list, with an anchor wrapped inside the list item. The containing UL must have the utility-nav ID. And the last list item must have the last class to remove the border:

Example of utility navigation:

```
<ul id="utility-nav">
  <li><a href="#">Secondary Page</a></li>
  <li><a href="#">Example Contact</a></li>
  <li><a href="#">Example Only</a></li>
  <li class="last"><a href="#">Last Item</a></li>
</ul><!--/#utility-nav-->
```

TAGLINE

A UDOT Project

The tagline “A UDOT Project” must be included on every project website and should be located below the utility navigation.

PRIMARY NAVIGATION

| | | | | | |
|---------|------------|------|-------|---------|------|
| PRIMARY | NAVIGATION | MENU | ITEMS | EXAMPLE | ONLY |
|---------|------------|------|-------|---------|------|

The primary navigation bar contains the primary links for navigating the website. It is an unordered list, with anchors nested in list item (LI) elements. Use the selected class on the LI element to indicate this navigation item is displayed.

Additionally, for sites with larger navigations, a drop down menu is available by adding nested unordered lists parent ul /li container (#primary-nav).

Example Of A Single-Level Navigation:

```
<div id="primary-nav-container">
  <ul id="primary-nav" class="sf-menu">
    <li><a href="#">PRIMARY</a></li>
    <li class="selected">
      <a href="#">NAVIGATION</a>
      <ul>
        <li><a href="#">Dropdown</a></li>
        <li><a href="#">Menu</a></li>
        <li><a href="#">Optional</a></li>
        <li><a href="#">Items</a></li>
      </ul>
    </li>
    <li>
      <a href="#">MENU</a>
    </li>
    <li>
      <a href="">ITEMS</a>
    </li>
    <li>
      <a href="#">EXAMPLE</a>
    </li>
    <li>
      <a href="#">ONLY</a>
    </li>
    <br class="clear" /><!-- must come last -->
  </ul><!--/#primary-nav-->
</div><!--/#primary-nav-container-->
```

BREADCRUMB

First Breadcrumb Link | Current Page

The breadcrumb should provide the navigational path used to find the current page. It should start with the homepage and drill down through the differing levels of navigation to the current page. The breadcrumb should be located below the primary navigation bar. The HTML mark-up used is an unordered list with nested anchors in list items. The first list item in the breadcrumb needs the class first.

Example of Breadcrumb Markup:

```
<ul id="breadcrumb">
  <li class="first"><a href="#">First Breadcrumb Link</a></li>
  <li><a href="#">Current Page</a></li>
</ul><!--/#breadcrumb-->
```

SOCIAL MEDIA SHARING ICONS



Social media sharing icons are dynamically inserted via AddThis.com and should be included on all pages at the same level and to the right of the breadcrumb. If desired, you may change the AddThis account for tracking purposes.

MAIN CONTENT AREA

The template screen shot at the first of this document shows a three-column main content area. The main content area layout is specific using CSS classes. To switch from a two-column layout to a three-column layout, a class is added to the `#column-container` element under `#main`.

Available classes to **#column-container**

- **three-column-layout** - A left sidebar, the content area and a right sidebar are visible. This is the default layout (and may be omitted).
- **two-column-layout** - Left sidebar and content area visible.
- **single-column-layout** - Only content area is visible.

Additionally, a minimal layout (with no primary navigation) is available by attaching the **single-column-layout** class to **#column-container** (as described above) and adding the **minimal-page-layout** class to the **body** element (See `minimal.html`).

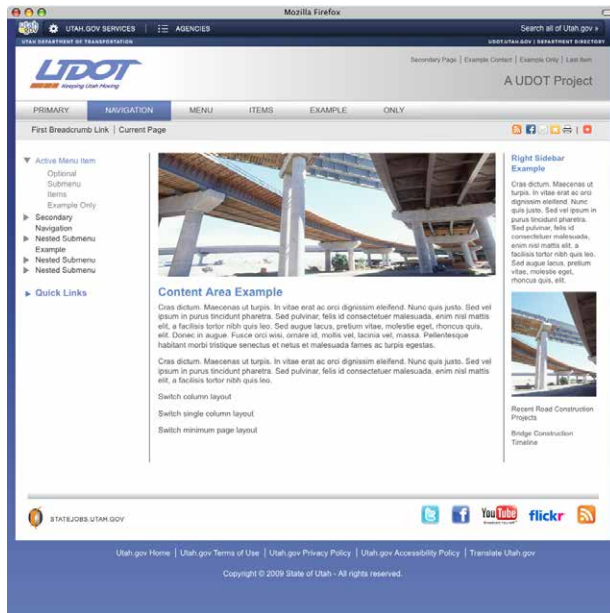
An example of switching column layouts by adding classes via javascript is included on the CD. See the demonstrations in the `index.html` file and `scripts.js` on the disc.

Pre-configured template files

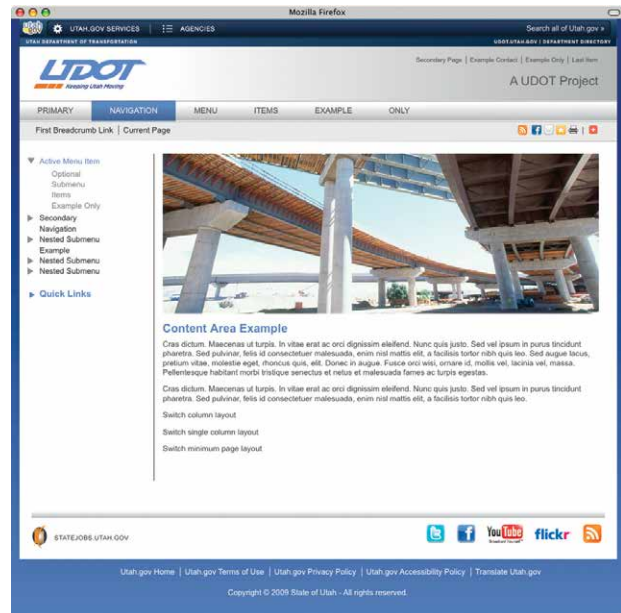
As described above, the `index.html` file will support all available layouts. However, if needed, the files **single.html** and **minimal.html** are included to implement the above layouts, respectively.

UDOT-Sponsored Project Websites (cont.)

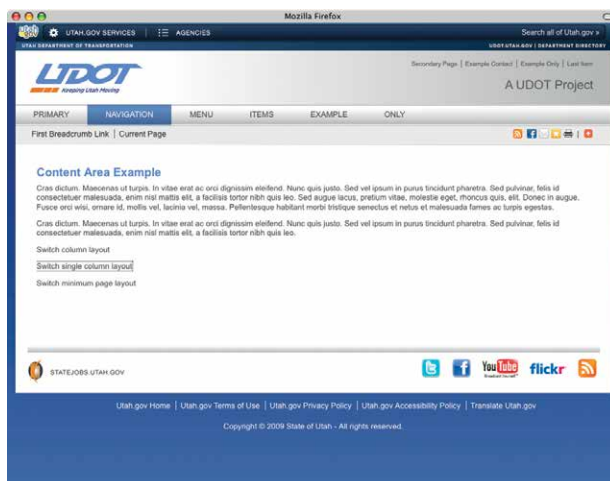
EXAMPLE OF AVAILABLE CONTENT AREA LAYOUTS



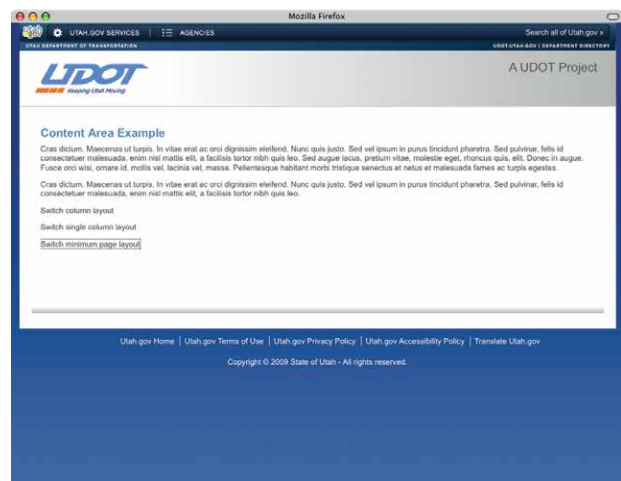
Three-Column Layout (default)



Two-Column Layout



Single-Column Layout



Minimal-Page Layout

The following sections explain each of the individual parts of the main content area, including:

- Header image
- Left sidebar
- Right sidebar

CONTENT AREA HEADER IMAGE



The header image appears at the top of the content area and should be **715 pixels** wide. It will be resized via CSS to accommodate the three-column layout (which is 555 pixels wide).

The content area header image may be omitted by removing the **#content-area-header-image** element.

LEFT SIDEBAR AND SECONDARY NAVIGATION

The left sidebar contains secondary page navigations, quick links and other items that should appear on most pages, similar to what is shown here. The maximum content area size is **188 pixels**.

- ▼ **Active Menu Item**
 - Optional Submenu Items Example Only
- ▶ **Secondary Navigation**
- ▶ **Nested Submenu Example**
- ▶ **Nested Submenu**
- ▶ **Nested Submenu**

Secondary navigation is created in an unordered list with an ID of **secondary-navigation**. The UL should contain anchors nested in list elements.

Additionally, nested unordered lists may be used to create a hierarchy for the second and third levels of navigation. Nested menus must have the **has-children** class attached to the parent list item to include the arrows. Add the **expanded** class to the containing LI to show the contents of the submenu. Add the **selected** class to the active navigational element.

Example of secondary navigation

```
<ul id="secondary-navigation">
  <li class="has-children expanded"><a href="#">Active Menu Item</a>
    <ul>
      <li><a href="#">Optional</a></li>
      <li><a href="#">Submenu</a></li>
      <li><a href="#">Items</a></li>
      <li><a href="#">Example Only</a></li>
    </ul>
  </li>
  <li class="has-children">
    <a href="#">Secondary</a>
    <ul>
      <li><a href="#">Item</a></li>
    </ul>
  </li>
  <li><a href="#">Navigation</a></li>
  <li class="has-children">
    <a href="#">Nested Submenu</a>
    <ul>
      <li><a href="#">Item</a></li>
    </ul>
  </li>
  <li><a href="#">Example</a></li>
  <li class="has-children">
    <a href="#">Nested Submenu</a>
    <ul>
      <li><a href="#">Item</a></li>
    </ul>
  </li>
  <li class="has-children">
    <a href="#">Nested Submenu</a>
    <ul>
      <li><a href="#">Item</a></li>
    </ul>
  </li>
</ul><!--/#secondary-navigation-->
```

RIGHT SIDEBAR

The right sidebar contains additional information relevant to the current page, and may be omitted. The maximum content area size of the right sidebar is **140 pixels**.

UDOT-Sponsored Project Websites (cont.)

FOOTER LINKS AND SOCIAL MEDIA



The footer is placed below the main content area. Footer icons must be displayed on every UDOT project page. The web designer may add additional items, but should not remove the included social media icons. The designer may change the link targets to direct users to the project-specific social media pages, or use the default UDOT links if the project does not have project-specific social media pages. The default UDOT social media links are provided below.

Default social media links

- <http://twitter.com/UtahDOT>
- <http://facebook.com/UtahDOT>
- <https://www.youtube.com/user/UtahDOT>
- <https://app.udot.utah.gov/apex/prd7/uconowner.rss>

UDOT FOOTER

The UDOT footer must be included at the bottom of all pages.



JAVASCRIPT UTILITIES

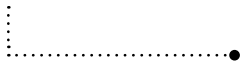
jQuery - The jQuery 1.4.2 javascript library is included with the template. For more information on jQuery usage, see: <http://jquery.com/>

Superfish - Drop-down menus are created via Superfish. This may be omitted if drop-down menus are not needed. See http://users.tpg.com.au/j_birch/plugins/superfish/

Brand Extension Logo Treatment, Levels 2 & 3

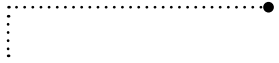
The logo is the key element of the UDOT brand extension in levels 2-3. Used correctly and consistently, it will maximize visual impact. Elements of the logo include custom typography and the double slash graphic. Positioned at the bottom is a geographic clarifier.

LOCATION



State Street
// IMPROVED

SPECIFIC GEOGRAPHY



Orem to Pleasant Grove

CHOOSE FROM:

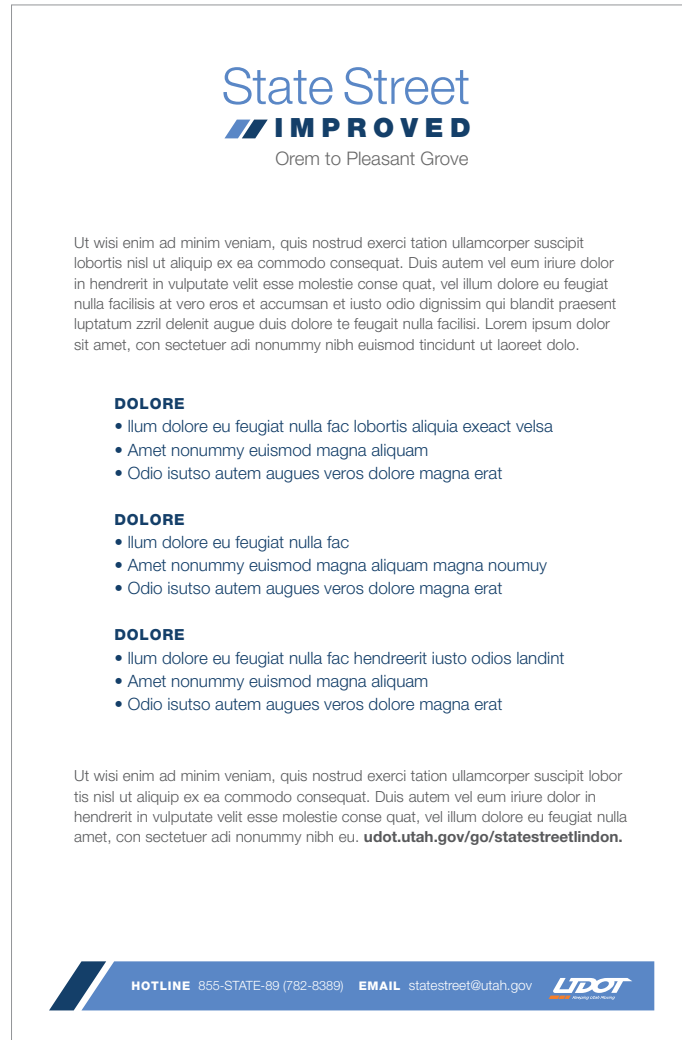
- IMPROVED
- RENEWED
- UPGRADED
- RENOVATED
- UPDATED

Brand Extension Samples, Levels 2 & 3

BUSINESS CARD



5.5 x 8.5 FLIER



Brand Extension Samples, Levels 2 & 3 (cont.)

8.5 x 11 FLIER



Orem to Pleasant Grove

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie conse quat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, con sectetuer adi nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

DOLORE

- Illum dolore eu feugiat nulla fac lobortis aliqua exeact velsa
- Amet nonummy euismod magna aliquam
- Odio isutso autem augues veros dolore magna erat

DOLORE

- Illum dolore eu feugiat nulla fac
- Amet nonummy euismod magna aliquam magna bolutpat noumuy
- Odio isutso autem augues veros dolore magna erat

DOLORE

- Illum dolore eu feugiat nulla fac hendrerit iusto odios gignissim quig landint
- Amet nonummy euismod magna aliquam
- Odio isutso autem augues veros dolore magna erat

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie conse quat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum. Ut wisiem minim udot.utah.gov/go/statestreetlondon.

HOTLINE 855-STATE-89 (782-8389) **EMAIL** statestreet@utah.gov



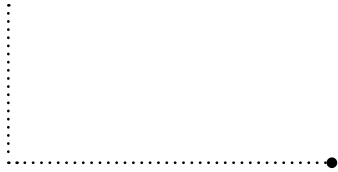
Brand Extension Samples, Levels 2 & 3 (cont.)

POST CARD



Brand Extension Samples, Levels 2 & 3 (cont.)

DOOR HANGER

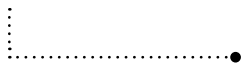


Brand Extension Logo Treatment, Environmental

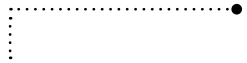


The logo is the key element of the UDOT brand extension for environmental projects. Used correctly and consistently, it will maximize visual impact. Elements of the logo include custom copy and the double slash graphic. Positioned at the bottom, is an environmental project clarifier.

LOCATION



State Street



Categorical Exclusion

CHOOSE FROM:

- Environmental Impact Statement
- Environmental Assessment
- Categorical Exclusion
- State Study

Colors

LIGHT BLUE

Pantone: 2727
CMYK: 71C, 41M, 0Y, 0K
RGB: 77R, 134G, 197B

DARK BLUE

Pantone: 2965
CMYK: 100C, 38M, 0Y, 64K
RGB: 0R, 58G, 99B

GRAY

Pantone: Process Black 70%
CMYK: 0C, 0M, 0Y, 70K
RGB: 109R, 110G, 113B



State Street
IMPROVED
Orem to Pleasant Grove

Logo Guidelines



MINIMUM SIZING

To protect the reproduction integrity of the UDOT Project logo, a minimum reproduction size has been established.



CLEAR SPACE REQUIREMENTS

To ensure the logo's visibility, it must always be isolated from competing graphic elements. The exhibit at right specifies the logo's minimum required clear space. Text, headlines, graphics, images and photographs must not violate this area.



Logo Guidelines

MISUSE

The importance of the logo cannot be overstated. It must only be used as specified in these guidelines. The following exhibits represent only a few of the ways the logo should not be treated.

Don't substitute unofficial colors.



Don't modify the type fonts.



Don't switch approved colors.



Don't stretch or distort the logo.



Don't place the logo on distracting backgrounds.



Typography

The required type font family for UDOT Projects is Helvetica. Headline or Level 1 subheads are to be set in Helvetica Heavy. Level 2 subheads are to be set in Helvetica Bold. Body text should be set in Helvetica Regular or Helvetica Light. If the Helvetica type font is not accessible, please substitute with the Arial type font in an equivalent weight as outlined for Helvetica.

PROJECT LOGO
DESCRIPTORS

**IMPROVED RENEWED UPGRADED
RENOVATED UPDATED**

Helvetica Black

HEADLINES OR
LEVEL 1 SUBHEADS

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYy**

Helvetica Heavy

LEVEL 2 SUBHEADS

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYy**

Helvetica Bold

BODY TEXT

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYy

Helvetica Regular

BODY TEXT

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYy

Helvetica Light

Email Update Guidelines

What are email updates?

Email updates are routine communication distributed by a project team to update affected stakeholders on project or study progress. During construction projects, the updates focus on access and delays. The following are items to consider when sending an email update. During construction projects, the updates focus on access and delays and other impacts (noise, vibration, night work, etc.)

Who should receive email updates?

When sending an email update, consider the intended audience or stakeholder group and what is of importance to each. Following are examples of various stakeholder groups:

- Residents
- Business Owners/Operators
- Property Owners
- Commuters
- Project Team (contractor, sub-contractors, UDOT)
- Local Government Representatives (city, county)
- Legislators
- Law Enforcement/Emergency Services
- Non-project UDOT staff (traffic and safety, maintenance, Traffic Operations Center, region administration)
- Other project teams working in the area
- Agencies
- Media

What are the advantages of using email updates?

A wide audience can be reached for a relatively small expense. Time sensitive information can be distributed in a timely fashion.

When should email updates be sent?

Regular, predictable communication is best. Weekly is typical, but the goal is to strike a balance between providing information too often and not often enough. Think about how often the project details, delays or results change significantly. Updates should also be sent in the event of emergency closures, or to update stakeholders on late breaking impacts.

What should email updates include?

A good rule of thumb is to address the five “W” questions:

- Who: Agencies or organizations that are involved in the activity (UDOT, contractor, local government organization, etc.)
- What: Description of planned construction activity and expected impacts to access and traffic flow
- When: Dates, times and days of expected impact
- Where: Location of work and stakeholder impacts
- Why: Description of why work activity/impact is necessary

When writing updates, always think in terms of what is most important to the audience receiving the communication and be as succinct as possible. Think, for example, “What does a motorists need to know to successfully navigate through construction?” This would include how many lanes will be available:

Email Update Guidelines (cont.)

Eastbound I-80 will be restricted to one lane, not how many lanes will be closed: Two lanes will be closed on eastbound I-80. Use Work on 700 East will restrict the roadway to two lanes in each direction. Not: The work will require shoulder and single lane closures in both directions on 700 East.

What are the recommended procedures to send email updates?

It is recommended to blind copy (bcc:) all recipients to ensure confidentiality. Think about what address the email is coming from. Setting up a project-specific email (i.e., 3500south@utah.gov) protects you from spam and makes more sense to the recipient. If you are sending regular emails to large groups, using an email service like Constant Contact may also be advisable.

What is the suggested formatting for an email update?

See examples below for ideas on formatting and style.

- Subject Line - Project name and date of update
- Opening Paragraph - General overview, schedule and timeline for upcoming construction activities
- Body Text
 - Organize by order of importance, newest information at top
 - Bulleted list divided by themes/location
 - Areas of work (i.e., Bangerter Highway to 2700 West, Main Street Closure, etc.)
 - Topics of work (i.e., Utility Work, Demolition, Excavation, Paving, Landscaping, etc.)
 - Specific stakeholder impacts (i.e., Pedestrians, Safety Tips, Left-Turn Restrictions, etc.)
 - > Associated projects
 - Brief description of other UDOT, UTA, city, county projects in the vicinity of the primary project and public contact information for them
- More Information - Public Information Contact
 - Email
 - Telephone
 - Project website
- Removal from update list
 - Provide description of how the stakeholder can be removed from the update list.

Email Update Guidelines (cont.)

SAMPLE EMAIL UPDATE

UDOT Orem 800 North Email Update: 6/19/10

Subject Line: 6/19/10 - Orem 800 North Project Update

Body Text:

This week, paving was completed from 400 East to 750 East, and will be finished from east of Main Street to 300 East by Friday, June 20. The north half of the 800 East intersection remains closed this week. See details below.

Construction Activity Update - 6/19/10

The following are planned activities for the coming week. Please note that due to weather, project conflicts or equipment/supply issues, schedules are subject to change.

- 800 East Closed on the North Side: 800 East has been closed for a week for underground utility work. It is now being prepped for paving and will remain closed during paving operations next week. Left turns are still not allowed from 800 East.
- Paving from 750 East to 1000 East: Paving will begin Tuesday, June 24, between 750 East and 1000 East, including the 800 East intersection. Traffic in that section will then be split (eastbound on the south side and westbound on the north) while crews mill and pave the center section. Then all traffic will be shifted to the north side while milling and paving takes place on the south side.
- Paving from Main Street to 300 East: Paving from Main Street to 300 East will be completed by Friday, June 20.
- 400 East Closed Starting Monday: 400 East on the south side will remain closed through the middle of next week, after which it will be open on gravel and then closed again the following week for paving.
- Street Lights: Crews are working on installing street lights on the south side of the road.
- Landscaping: Crews are laying cobble rock over weed barrier along the edges of the soundwalls on the north side and in other locations along the project. Landscaping crews continue their work on sprinkler lines and laying topsoil in preparation for sod.
- Left Turns: Left turns are still only allowed at State Street, as 800 East is currently closed.
- Soundwalls: Painting continues on the final stretch of soundwalls this week.
- Pedestrians on 800 North: Please use the north side of 800 North for pedestrian movement as much as possible. Exercise extra caution and use common sense when walking across 800 North. Do not enter areas that are marked off by cones or barrels.

Email Update Guidelines (cont.)

More Information

Project updates and background can be found online at udot.utah.gov/orem800north. This site will be updated as the project continues and details become available. For specific questions or concerns, contact the Public Information Team at 801-360-4944 or by email at 800north@utah.gov.

PLEASE NOTE: If you wish to be removed from this list and discontinue further information, please indicate such by replying to this email.



2015 CONSTRUCTION SEASON MESSAGING

Efficient

UDOT is committed to keeping Utah moving by doing our work as efficiently as possible.

Supporting facts:

- UDOT works strategically and efficiently and uses traffic counts to determine the hours when construction will be the least impactful and plans accordingly. As a result of these efforts, you will see more work during night and early morning hours.
- UDOT is committed to avoiding work when possible during peak holiday weekend travel periods.

Avoid Delays

UDOT wants to help people avoid delays by providing tools for them to be in the know and is asking motorists to rethink their commute during construction. (Download the rethink assets on page 108.)

Supporting facts:

- UDOT provides tools to make being in the know easier than ever:
 - UDOT Traffic app
 - UDOT Traffic website
 - Rethink your Commute website
 - TravelWise alerts
 - Project email updates, etc.
- Rethink your commute by using TravelWise strategies like carpooling, taking public transit, telecommuting or shifting work hours.

Keep Utah Moving

UDOT is committed to improving Utah's roads and bridges to keep traffic moving now and in the future.

Supporting facts:

- (Details of construction project, timeline, benefits, etc.)
- We are actively performing maintenance on our roads and bridges to ensure they remain in good condition and last as long as possible.
 - Car analogy: cars need regular maintenance to stay in top shape. So do roads.
- Transportation is a catalyst for keeping Utah's economy moving.



COMMUNICATION CHECKLIST FOR A FULL-FREEWAY CLOSURE



COMMUNICATION CHECKLIST

FOR A FULL-FREEWAY CLOSURE

Consider using the communication tactics outlined below for full-freeway and highway closures on heavily used truck routes and in heavily populated areas, including:

- I-15
- I-80
- I-84
- I-70
- I-215
- Bangerter Highway
- Legacy Parkway
- Mountain View Corridor
- US-40
- US-6

| LIST OF TACTICS | |
|---|--|
| Statewide | |
| Communications Plan | |
| Overhead VMS | |
| TravelWise Alert | |
| 511 | |
| Highway Advisory Radio | |
| UDOT Traffic | |
| • Website updates | |
| • Press release | |
| • Pitch news media | |
| • Radio ads | |
| • TV segments | |
| • Trucking Report/Traffic Concierge email updates | |
| UDOT social media (UDOT Traffic Twitter; UDOT Twitter; UDOT Facebook) | |
| GPS companies | |
| Local | |
| Portable VMS | |
| Press release | |
| Pitch news media | |
| PSA at nearby events | |
| Region Twitter | |
| Grassroots | |
| Text Messages/e-mails | |
| Project website updates | |
| UDOT Internal* | |
| Communications Office | |
| Executive Leadership | |
| Region Leadership | |
| TOC | |
| Motor Carriers | |

***UDOT INTERNAL:**

Communications Office

- Director of Communications
- Public Information Officer
- Communication Strategist

Executive Leadership

- Executive Director
- Deputy Director

Region Leadership - for the region in which the closure takes place

- Region Director
- Region Communications Manager
- Region Traffic Engineer

TOC

- Traveler Information Manager
- TOC Control Room Supervisor
- Traffic Engineers

Motor Carriers

- Ports of Entry

Optional tactics

Consideration should be given to additional tactics, dependant on the population base near the closure, occurrence of significant community events and other issues.

- Direct mail
- Print ads
- Neighborhood and businesses canvassing (flyers)
- Online ads
- City/county elected official updates



CONSTRUCTION PROJECTS & LANE CLOSURES MANUAL 2015



TROUBLESHOOTING

Contact Aaron Mentzer
amentzer@intrepidagency.com
801-481-9482



UDOT TOC ALERTS WEBSITE

The UDOT Traffic Admin Website is accessible to all RCMs, PI consultants and other UDOT project team members to enable them to communicate construction information to all stakeholders, including the media, government entities and the general public, in a timely and consistent manner.

It is mandatory for all region reports and outside communication regarding construction activities to adhere to the following guidelines and utilize the tools provided by UDOT Traffic.

In order to ensure consistency, reports are no longer to be sent directly to stakeholders, media or the general public without first being input into UDOT Traffic.

LOG IN

HTTP://511.UDOTTTRAFFIC.UTAH.GOV/ALERTS/

A screenshot of a web form titled "Log In". It contains two input fields: "User Name:" and "Password:". To the right of the "User Name:" field is a red asterisk (*) and a "Log In" button. The form is enclosed in a light blue border.

EVERY USER MUST HAVE AN INDIVIDUAL ACCOUNT.

**CONTACT AARON MENTZER TO CREATE AN ACCOUNT:
801-481-9482, AMENTZER@INTREPIDAGENCY.COM**



DASHBOARD OVERVIEW

Drop-down menu with project options

Filters have replaced the search tool

You can also search key terms in these fields

Edit project

Delete project

UDOT Traffic Operations Center

Logged In: lgibson@in

Construction Projects | Construction Reports

Construction Projects

[Add New Project](#) [Filters ON/OFF](#) [Reset Filters](#) [Refresh Projects](#)

| Active | Name | LastUpdated | Region | County | Workgroup | Location | Key Project | Alert Count | | |
|--------|--|--------------------|----------|-----------|-----------|--|-------------|-------------|--|--|
| All | | | All | All | All | | All | | | |
| | US-40 Resurfacing - SR-208 to Duchesne | 4/15/2015 11:17 AM | Region 3 | Duchesne | | US-40, from the junction with SR-208 to the Duchesne city limits | | 0 - 0 - 0 | | |
| | SR-193 Mill and Overlay | 4/13/2015 4:56 PM | Region 1 | Davis | | SR-126 (State Street) to SR-232 (Hill Field Road) | | 0 - 1 - 0 | | |
| | I-80 Cable Barrier Upgrades | 4/9/2015 12:25 PM | Region 2 | Salt Lake | | I-80 from the SR-36 interchange to 5600 West | | 0 - 1 - 0 | | |
| | Legacy Parkway Cable Barrier Project | 4/8/2015 1:29 PM | Region 1 | Davis | | Legacy Parkway, from North Salt Lake to Farmington | | 0 - 0 - 0 | | |
| | I-80 Eastbound; Bridge Deck repair | 4/8/2015 12:40 PM | Region 2 | Salt Lake | | I-80 Eastbound at the 6000 West structure | | 0 - 1 - 0 | | |
| | I-215; Northbound 2100 South to 3500 South | 4/8/2015 12:35 PM | Region 2 | Salt Lake | | I-215; Northbound 2100 South to 3500 South | | 0 - 1 - 0 | | |

number of drafts

number of published alerts

number of archived alerts

total number of alerts for the project



DASHBOARD OVERVIEW (cont.)

The Construction Projects drop-down menu features areas to input information about Projects, Alerts, Lane Closures Archive, Users, Workgroups, My Account, and Glossary.

Projects: UDOT Traffic lists all UDOT construction projects, big or small. Projects are created in advance as soon as information is available.

Alerts: Alerts are project updates to inform drivers of upcoming traffic impacts related to work activities. Alerts should be displayed on the site three to seven days before the restriction or closure takes effect.

Lane Closures: UDOT Traffic has the capability to report lane closures in real time. Lane closures caused by construction and maintenance on key state routes will be input into the system.

Archive: Projects, alerts and lane closures are stored here after they are no longer active.

Manage Workgroups: For use in creating and managing workgroups for contractors using Lane Closure mobile application.

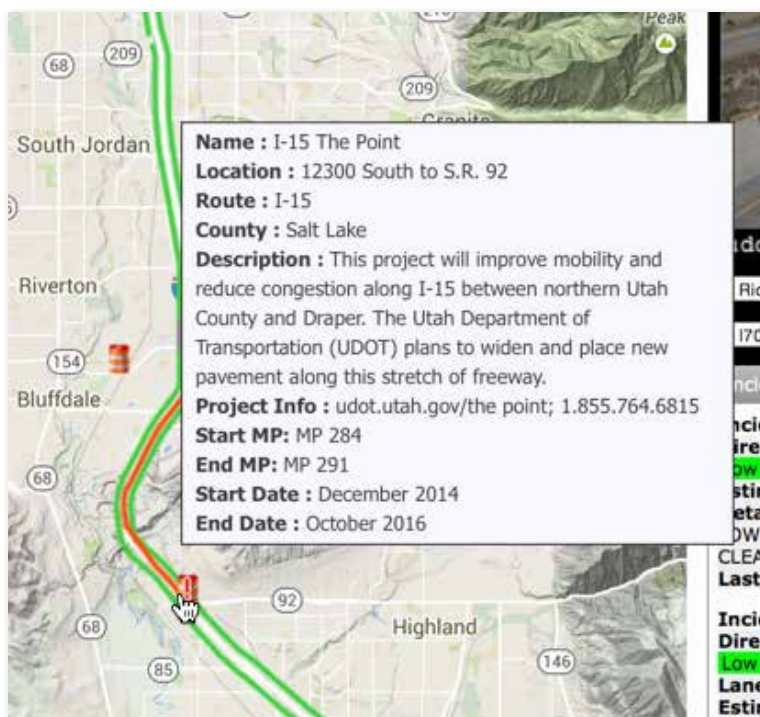
My Account: Users can update email and password information.

Glossary: A list of terms and definitions within the UDOT Traffic System.

A new project must be created for ALL projects, big or small.

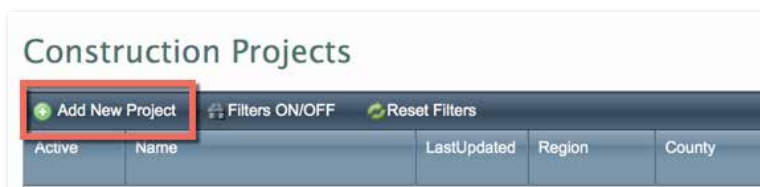
Create a project when information is available and activate according to region timing preference.

Project information is displayed when a user hovers over a barrel.



CREATE A PROJECT

Users are directed to the main project page after logging in. To create a project, click the "Add new project" button.



ENTERING PROJECT INFORMATION

Project Details

Construction Projects

** denotes a required field*

*Project Details

*Contact Info

Project Map

History

Project Name:*

I-80 Eastbound; Bridge Deck repair

Location Description:*

I-80 Eastbound at the 6000 West structure

Project Info:

Website, hotline number and/or other public contact info.

Region:*

Region 2

Area:*

Salt Lake Valley

County:*

Salt Lake

Additional Counties:

Reset

Route Name:*

I-80

Route Direction:*

B

MP Start:*

MP 112 - Salt Lake

MP End:*

MP 112 - Salt Lake

Workgroup:

Select Workgroup(Optional)

Project Background:

UDOT crews will be working to slab jack the bridge deck

Start Date:*

4/13/2015

End Date:*

4/14/2015

Key Project:*

No - Map icon only

Display as Season

Active Project:



ENTERING PROJECT INFORMATION

Project Details (cont.)

Project Name: Project Name/Road; Work being performed.

Location Description: Street/Roadway, cross street (if necessary) and city.

Project Info: Website, hotline number or public contact.

Region: General area where work is performed.

County: Select appropriate county in drop-down menu. If project crosses county lines, select second county from menu.

Route Name: After selecting a county, available routes will appear in the menu. If field is unavailable, select alternate county and reselect appropriate county.

Route Direction: Positive (P): northbound, eastbound
increasing mile post numbers
Negative (N): southbound, westbound
decreasing mile post numbers
Some smaller roadways only list positive route direction

MP Start/End: If project limits are not listed, contact website support team and select closest area, explaining limits in project description.

Emergency Contact: An employee of the contractor, who is available 24 hours per day.

Workgroup: Optional setting assigns the project to a workgroup, allowing contractors to access lane closure information.

Project Background: Crews are [performing what work] for/because [what positive reason that will benefit the public].

Start/End Date: Duration of project.

Key Project: Select "No." Key projects are determined by UDOT Traffic Campaign Manager.

Display as Season: Start and end dates display as spring, summer, etc.

Active Project: Current status of project. (Inactive projects are not displayed on the website but can be edited.)



ENTERING PROJECT INFORMATION

Contact Info

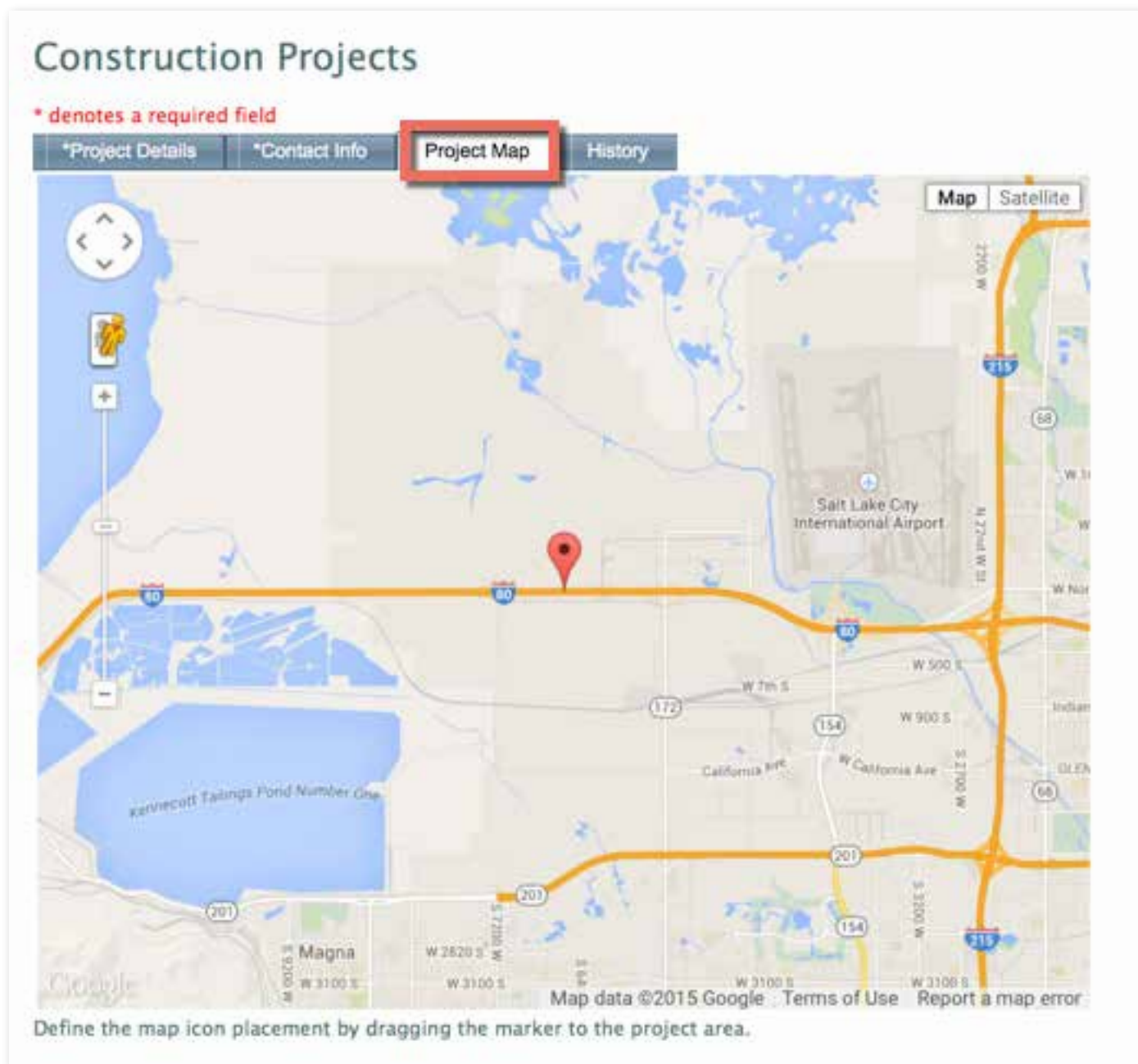
These contacts are not displayed to the public.

Media Contact: Select the appropriate Region Communications Manager.

Emergency Contact/Emergency Phone: An employee of the contractor who is available 24 hours per day in case of an emergency in the work zone. For Traffic Operations Center (TOC) and emergency services – not for the general public (this information is not displayed on the website or UDOT Traffic mobile application).

PI Contact/PI Phone: The third-party PI consultant for the project. Not visible to the public.

Control Manager/Controller Phone: Contractor's traffic control manager.



After filling out the project fields, click on the “Project Map” tab.

The route will be outlined based on the mileposts entered under project details.

Drag the marker to the location of the project.
This is the location where the barrel will appear.



ALERT OVERVIEW

Alerts are updates to inform drivers of upcoming traffic impacts associated with construction activities.

Enter alerts **three to seven days** before the restriction or closure takes effect.

Construction Project Alerts

Start Date: 04/01/2015

End Date: 04/30/2015

Location Description: Pony Express Road & Minuteman Drive from Bangerter Highway to S.R. 92

Description: Nightly single lane closures with one-way flagging operations are ongoing on both the east and west Frontage Roads while crews build retaining walls and relocate utilities in preparation for I-15 expansion. Expect short-term delays and an increase in nighttime noise and construction activity through spring 2015.

Reason: Crews are preparing for I-15 expansion.

Additional Info: udot.utah.gov/thepoint1.855.POINT15

Status: Published

Severity: Light: 1 to 15 minutes

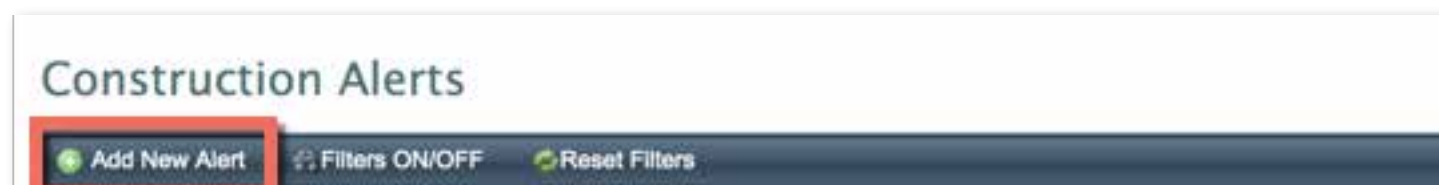
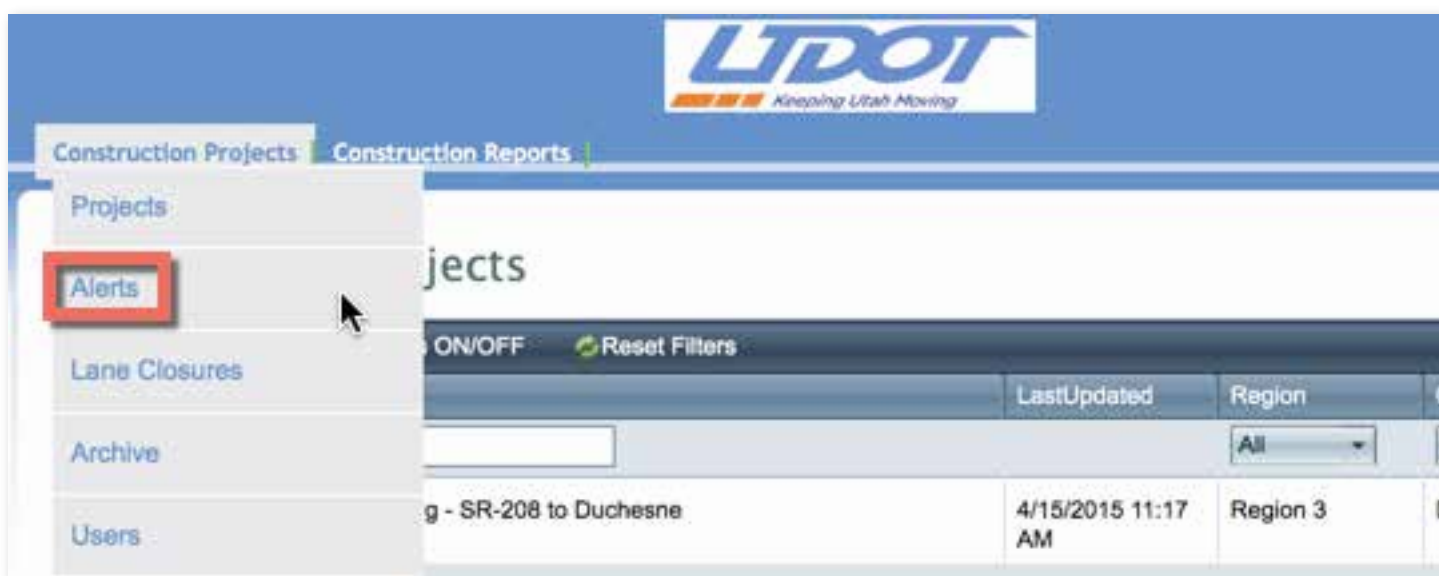
Note: Start/End Dates determine when the alert is displayed on UDOT Traffic. The start and end dates for the work need to be specified in the description.



ALERT OVERVIEW (cont.)

CREATE AN ALERT

To create an alert, select “Alerts” from the main drop-down menu and then click on the project on the main dashboard or the project page, or click the “Add new alert” button on the Alerts page.





Construction Alerts

Alert Details

History

Project: I-15 South Davis Improvements

Start Date: 4/17/2015

End Date: 8/17/2015

Where: County: Davis Route: I-15 MP Start: MP 320 - Davis MP End: MP 319 - Davis Direction: N

What: Beginning April 17, traffic will be closed in both directions at 400 North for approximately 4 months while the bridge is demolished and then

Why / Benefit: 400 North

Additional Info: Website, hot line number, and/or public contact information.

Publish Status: Published

Alert Severity: Heavy: 15 to 45 minutes

Hot Spot: ☐



INPUTTING ALERT INFORMATION (cont.)

Project: Select the project related to the alert.

Start/End Date: Determine the duration of the alert. This field determines when the alert is displayed on the UDOT Traffic website and mobile application. The start and end date for the impacts must be included in the "What" field.

Where: Location, street/roadway, cross street or well-known landmark. Do not specify times.

What: Impacts specific to the alert, such as lane restrictions and closures. Provide a date range and specific times of impact.

- State start and end times of construction impacts.
- List specific times.
- Use "commute times" instead of "peak hours."
- Provide alternate routes where applicable.
- Coordinate wide-load restrictions with Motor Carriers.

Why/Benefit: Crews are [performing what work] for/because [what positive reason].

Additional Info: Any additional information that would be helpful to drivers.

Publish Status: Draft: Save to be edited later.

Published: Post to UDOT Traffic.

Archived: Alert is removed from the website and app and stored in the database archive.

Alert Severity: If unsure, err on the side of longer delays versus shorter.

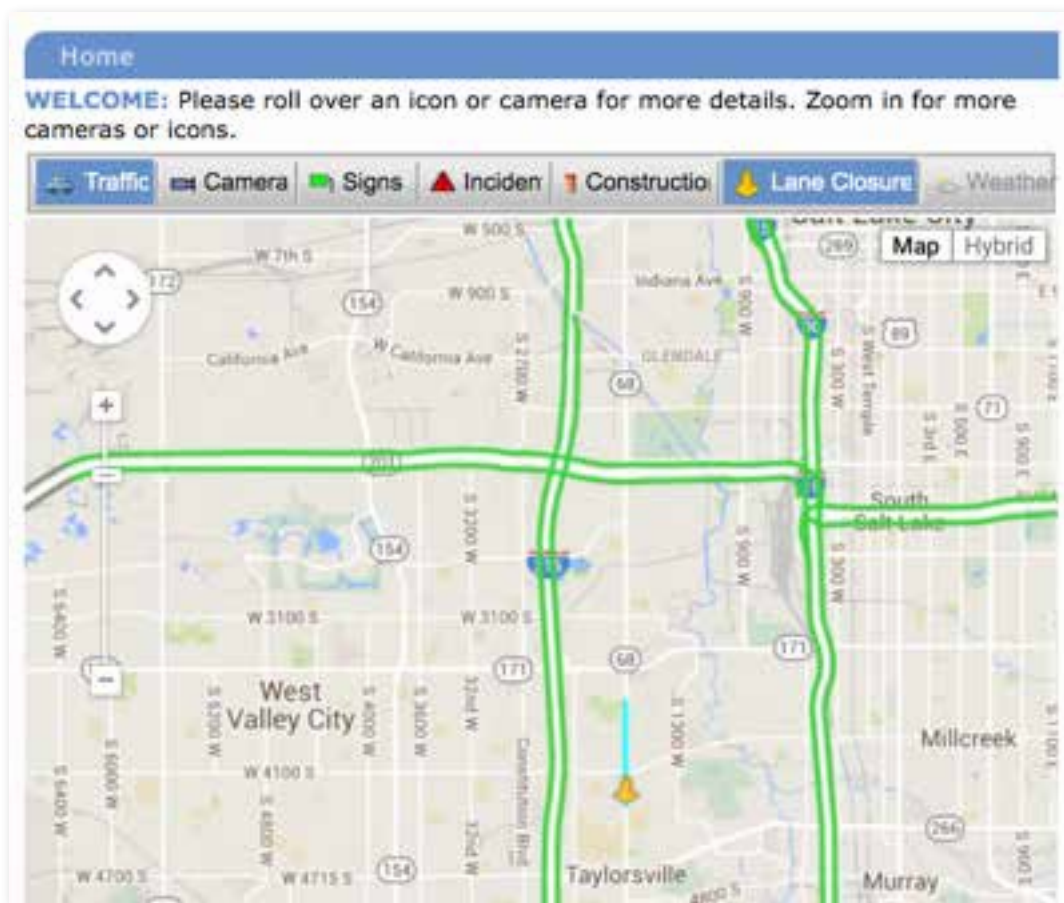
Hotspot: Determined by UDOT Traffic Campaign Manager. Do not check box.



LANE CLOSURES

UDOT Traffic reports lane closures in real time that are caused by construction and maintenance on key routes statewide.

PI consultants are responsible for entering lane closure information into the database. Contractors will activate and deactivate closures using the lane closure mobile application or by calling the TOC.





LANE CLOSURES (cont.)



CREATE A LANE CLOSURE

To create a Lane Closure alert, select “Lane Closures” from the main drop-down menu, then click the “Add new lane closure” button on the Lane Closures page.



Lane Closures

* denotes a required field

*Lane Closure Details

*Contact Info

Notify Users

*Schedule

Lane Closure Map

History

| | | | |
|-----------------------|---|---------|--|
| Closure Name: * | <input type="text" value="I-15 SB Legacy Parkway"/> | | |
| County: * | <input type="text" value="Davis"/> | | |
| Additional Counties: | <input type="text"/> | | Reset |
| Route Name: * | <input type="text" value="I-15"/> | | |
| Route Direction: * | <input type="text"/> | | |
| MP Start: * | <input type="text"/> | | |
| MP End: * | <input type="text"/> | | |
| Compass Direction: * | <input type="text" value="Southbound"/> | | |
| Lanes Affected: * | <input type="text" value="ALL"/> | | |
| Workgroup: | <input type="text" value="Select Workgroup(Optional)"/> | | |
| Region: * | <input type="text" value="Region 1"/> | Area: * | <input type="text" value="Northern Utah"/> |
| Project: | <input type="text" value="I-15 South Davis Improvements"/> | | |
| Publish Status: * | <input type="text" value="Published"/> | | |
| Alert Severity: * | <input type="text" value="Heavy: 15 to 45 minutes"/> | | |
| Description: | <input type="text" value="The night of April 18, southbound I-15 will be closed at Legacy Parkway from 11 p.m. until 11 a.m. Sunday, April 19, when I-15 will reopen to two lanes in each direction. Use Legacy Parkway as an alternate route."/> | | |
| Active: | <input checked="" type="checkbox"/> | | |
| Create Project Alert: | <input type="checkbox"/> | | |



INPUTTING LANE CLOSURE INFORMATION (cont.)

Closure Name: Road; Work being performed.

County: Select appropriate county in drop-down menu.

Additional Counties: Select if needed.

Route Name: After selecting a county, available routes will appear in the menu.

Route Direction: Positive (P): northbound, eastbound
increasing mile post numbers
Negative (N): southbound, westbound
decreasing mile post numbers
Some smaller roads only list positive route direction
If lane closure is in multiple directions, two lane closures must
be created

MP Start/End: Start and end mileposts for closure.

Compass Direction: Select compass direction of lane closure.

Lanes Affected: Select number of lanes affected.

Workgroup (optional): Select the workgroup for the closure.

Region: Select the region.

Area: Select the area within the state where the closure will take place.

Project: Select applicable project.

Publish Status: Draft: Save to be edited later.
Published: Post to UDOT Traffic.
Archived: Delete post.

Alert Severity: If unsure, err on the side of longer delays versus shorter.

Description: Crews are [performing what work] for/because [what positive reason]. Website, hotline number or public contact.

Active: DO NOT CHECK THIS BOX unless the closure is currently in place. Checking this box displays the closure as "live" on UDOT Traffic. Contractors or TOC operators are responsible for activating lane closures in most cases.

Create Project Alert: Create an alert using the information entered above.



LANE CLOSURES

Contat Info

Emergency Contact/Emergency Phone: An employee of the contractor who is available 24 hours per day in case of an emergency in the work zone. For TOC and emergency services - not for the general public (this information is not displayed on the website or UDOT Traffic mobile application).

PI Contact/PI Phone: The third-party PI consultant for the project. Not visible to the public.

Control Manager/Controller Phone: Contractor's traffic control manager.

Lane Closures

* denotes a required field

| | | | | | |
|-----------------------|---------------|--------------|-----------|------------------|---------|
| *Lane Closure Details | *Contact Info | Notify Users | *Schedule | Lane Closure Map | History |
|-----------------------|---------------|--------------|-----------|------------------|---------|

Emergency Contact: *

Amalia Deslis

Emergency Phone: *

888-966-6624

PI Contact:

Enter the PI Contact

PI Phone:

Enter PI Phone

Traffic Control Manager:

Enter the Control Manager

Traffic Controller Phone:

Enter Controller Phone



LANE CLOSURES

Notify Users

Primary User: Select the primary contractor employee to receive lane closure notifications via the UDOT lane closure mobile application.

Secondary User: Select the backup contractor employee to receive notifications.

Lane Closures

* denotes a required field

*Lane Closure Details

*Contact Info

Notify Users

*Schedule

Lane Closure Map

History

Primary User:

Select Primary Contact

Secondary User:

Select other system users or add additional email addresses for sending lane closure notification emails.

Other Users:

Add new email address

Refresh email addresses

No records to display.



LANE CLOSURES

Schedule

Start Date/Time and End Date/Time: Use this option to indicate the duration of the closure if it is a one-time event (Ex. Friday night at 10 p.m. to Monday morning at 6 a.m.)

Recurring: Check this box if the closure is recurring (Ex. Monday through Friday, 10 p.m. to 6 a.m. each night.)

- Click "Add new recurring schedule."
- Select start date/time and end date/time for first closure period (Monday at 10 p.m. to Tuesday at 6 a.m.)
- Click "Insert."
- Add additional closure periods as needed (Tuesday 10 p.m. to Wednesday 6 a.m.; Wednesday 10 p.m. to Thursday 6 a.m.; etc.)

Lane Closures

* denotes a required field

*Lane Closure Details

*Contact Info





Notify Users

***Schedule**

Lane Closure Map

History


Please Select:





Start Date: * 4/19/2015 12:00 PM   End Date: * 4/23/2015 5:00 AM  

OR





Recurring: ☒


+ Add new recurring schedule

 Refresh recurring schedules

| Start Day | Start Time | End Day | EndTime | | |
|--|------------|--|---------|--|--|
| Start Day: Sunday  | | End Day: Sunday  | | | |
| Start Time: 12:00 AM  | | End Time: 11:59 PM  | | | |
| <div>Insert Cancel</div> | | | | | |

No time frames

  1  

Page size: 10 

0 items in 1 pages



LANE CLOSURES

Lane Closure Map

Lane Closures

* denotes a required field

*Lane Closure Details

*Contact Info

Notify Users

*Schedule

Lane Closure Map

History

Map

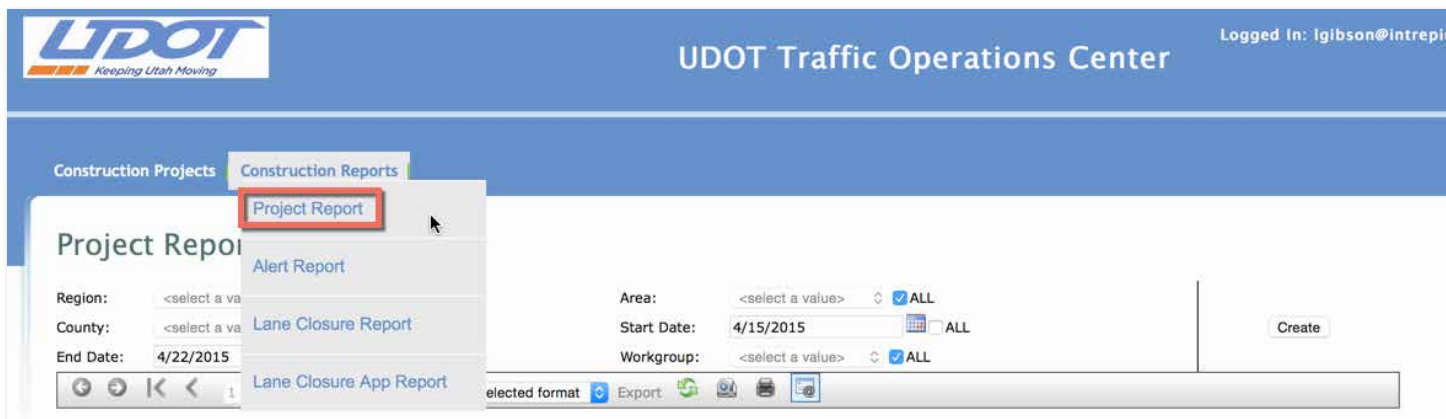
Satellite

Map data ©2015 Google Terms of Use Report a map error

Define the map icon placement by dragging the marker to the lane closure area.



REPORTS



TO GENERATE REPORTS

Hover over the "Construction Reports" drop-down menu to select the appropriate report. When determining report parameters, select the appropriate field. If a field (such as "Area") does not apply to your report, select "All" for that specific field. Reports can be generated for projects, alerts and lane closures. They can be used internally to assess work in regions, areas or counties or within a certain timeframe.

Return or go forward to previous report

Export options include PDF, CSV, Excel, Rich Text Format, TIFF file or Web Archive

Print preview

Refresh the report

Hides parameter area

Project Report

Region: <select a value> ☒ ALL

County: <select a value> ☒ ALL

End Date: 4/22/2015 ☐ ALL

Area: <select a value> ☒ ALL

Start Date: 1/26/2015 ☐ ALL

Workgroup: <select a value> ☒ ALL

Create

Export to the selected format Export

Construction Project Report

Parameters: Active Projects: 2 Key Projects: 0 Total Results: 12

| Project Name | Location | Route | Area | Region | County | Start Date | End Date | Active | Key Project |
|---|--|--------|------------------|----------|-----------|------------|-----------|--------|-------------|
| I-80 Eastbound; Bridge Deck repair | I-80 Eastbound at the 6000 West structure | I-80 | Salt Lake Valley | Region 2 | Salt Lake | 4/13/2015 | 4/14/2015 | Yes | No |
| UDOT crews will be working to slab jack the bridge deck | | | | | | | | | |
| SR-201; Ditch & Culvert work | Eastbound SR-201 to West I-215 Southbound Ramp | SR 201 | Salt Lake Valley | Region 2 | Salt Lake | 4/9/2015 | 4/15/2015 | Yes | No |
| UDOT crews will be working to clean out ditches and culverts to help improve water flow during the Spring and summer months | | | | | | | | | |

Lists the parameters of the generated report



QUICK TIPS & TRICKS

- Ask yourself: Could an average driver understand and benefit from this information?
- Be consistent and concise.
- Proofread your entries before submitting.
- Due to limited numbers of characters, avoid excess punctuation.
- Follow the style guide below.

| Use | Avoid |
|------------------------------|--|
| SR-201, I-15 | S.R. 201, State Road 201, Interstate 15 |
| 5600 S 400 E | 5600 South 400 East |
| MP 167 | mile post 167 |
| 11 am 12:30 pm | 11:00 a.m. AM A.M. p.m. PM P.M. |
| WB | westbound, West bound, wb |
| delays or inconveniences | impacts (try to use as little as possible) |
| drivers | motorists |
| Continuous Flow Intersection | CFI (rarely use acronyms) |
| commute times | peak hours |
| one lane will be open | one lane will be maintained |

WHAT TO INPUT INTO UDOT TRAFFIC AND WHEN TO DO IT:

- All construction projects, big or small, as soon as information becomes available.
- All construction alerts/updates three to seven days before work begins or as information becomes available.
- Lane closures caused by construction or maintenance work at least 72 hours in advance. Do not mark as "Active."

WHAT TO DO WITH MULTIPLE LOCATIONS UNDER ONE PROJECT:

- Move the barrel as the project location changes (ex: I-15 600 N to 10600 S) or create a new barrel for each project section (ex: I-215 ramps.)



UDOT TRAFFIC PUBLIC WEBSITE

UDOT Traffic enables users to view construction information and updates in one location.

ACCESSING UDOT TRAFFIC

udottraffic.utah.gov

The screenshot displays the UDOT Traffic Public Website interface. The top navigation bar includes links for Home, FAQ, Links, Contact Us, and My UDOT Traffic Alerts. Below this is a secondary navigation bar with links for Construction, Lane Closures, Traffic, Road Weather, Travel Times, and UDOT Traffic App. The main content area is divided into several sections:

- Traffic Maps:** A list of locations including Statewide, I-15 / I-70 Junction, Farmington, Ogden, Park City, Provo / Orem, Richfield, Salt Lake City, Sandy, St. George, and US-6.
- State Travel Info:** A list of travel-related information including Rest Areas, Seasonal Road Closures, Scenic Byways, Winter Driving Tips, and Truck Parking.
- Additional Info:** A section for emergency alerts, travel-wise alerts, road weather alerts, Utah Air Quality Alerts, and UDOT Traffic FAQs.
- Home:** A central map of I-15 with a pop-up window displaying project information for the I-15 South Davis Improvements project. The pop-up includes details such as Name, Location, Route, County, Description, Project Info, Start MP, End MP, Start Date, and End Date.
- Cameras:** A section showing a live camera view of the I-15 South Davis Improvements project. The camera view includes a timestamp and a location selector.

Two callouts are present:

- A callout pointing to the project information pop-up, stating: "Project information displays when users hover over barrel".
- A callout pointing to the camera view, stating: "Alert information displays when users click on barrel".






UDOT Traffic – Consultant Quick Reference

UDOT Traffic – Consultant Quick Reference

Entering Project Information:

- 1) Log into UDOT Traffic website:
<https://511.commuterlink.utah.gov/alerts/>
- 2) Click “Add New Project”

Construction Projects

|  Add New Project  Filters ON/OFF  Reset Filters | | |
|---|-------------------------------------|-------------------|
| Active | Name | LastUpdated |
| <div>All ▼</div> | <input type="text"/> | |
|  | 5600 West; 6200 South to 7000 South | 2/4/2015 3:33 PM |
|  | I-15 Millard County Crack Sealing | 1/14/2015 8:34 AM |

UDOT Traffic – Consultant Quick Reference

Entering Project Information:

3) Enter Project details

*See User Guide for more information

*Be sure to complete fields in all tabs (Project Details, Contact Info, Project Map)

Construction Projects

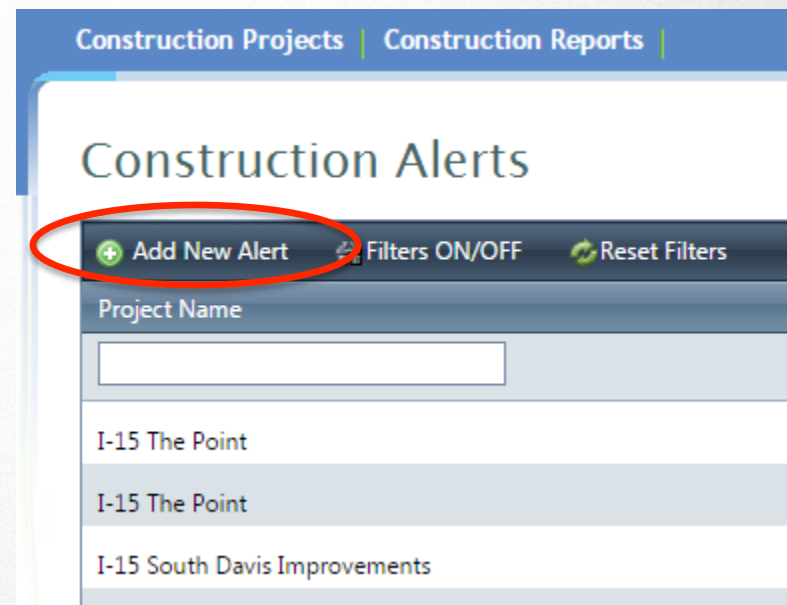
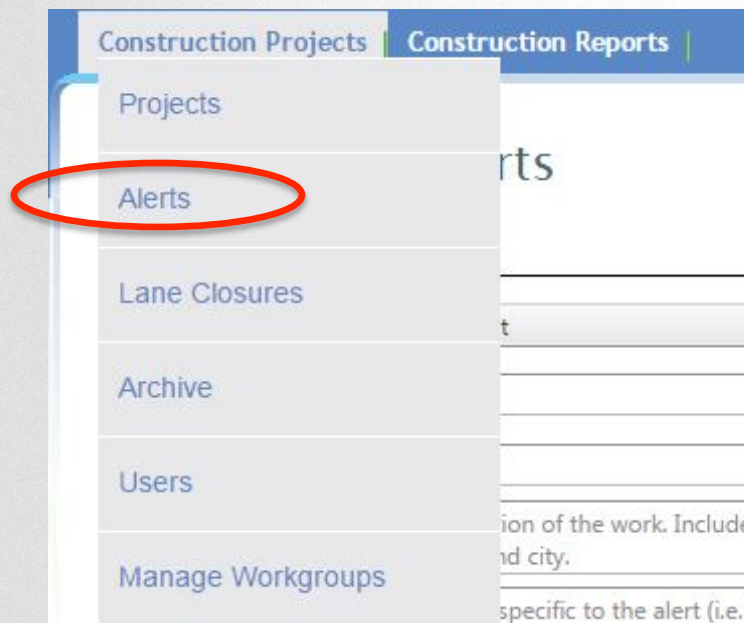
* denotes a required field

| *Project Details | *Contact Info | Project Map | History |
|--|--|-------------|---------|
| Project Name:* <input type="text" value="I-15 The Point"/> | | | |
| Location Description:* <input type="text" value="12300 South to S.R. 92"/> | | | |
| Project Info: <input type="text" value="udot.utah.gov/the point; 1.855.764.6815"/> | | | |
| Region:* <input type="text" value="Region 2"/> | Area:* <input type="text" value="Salt Lake Valley"/> | | |
| County:* <input type="text" value="Salt Lake"/> | | | |
| Additional Counties: <input type="text" value="Utah"/> Reset | | | |

UDOT Traffic – Consultant Quick Reference

Entering Alert Information:

- 1) Mouse over “Construction Projects” tab
- 2) Click “Alerts”
- 3) Click “Add New Alert”

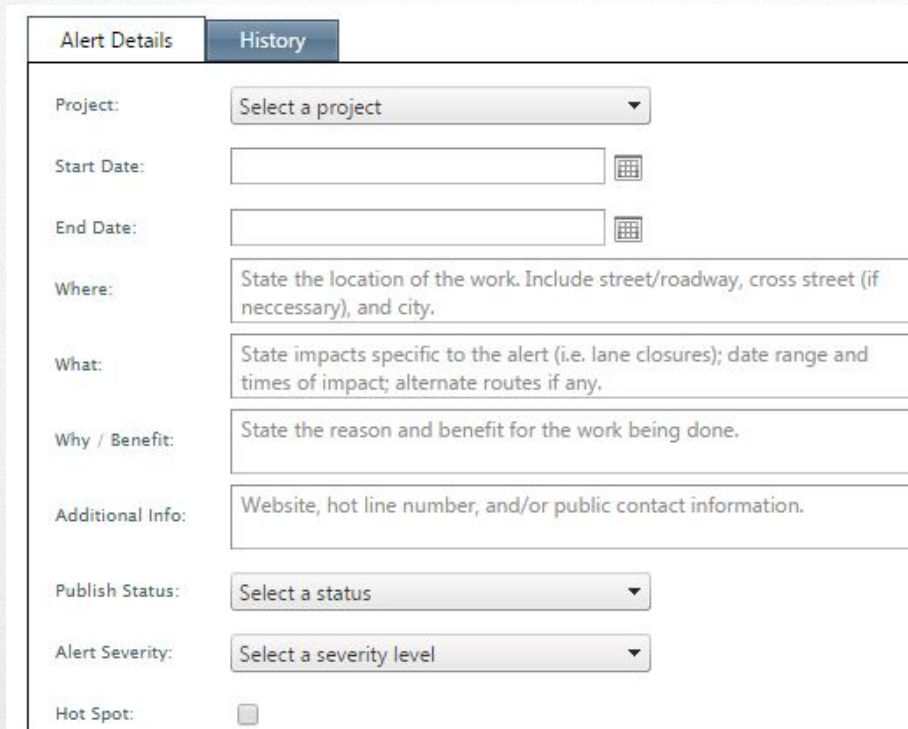


UDOT Traffic – Consultant Quick Reference

Entering Alert Information:

4) Enter alert details

*See User Guide for more information



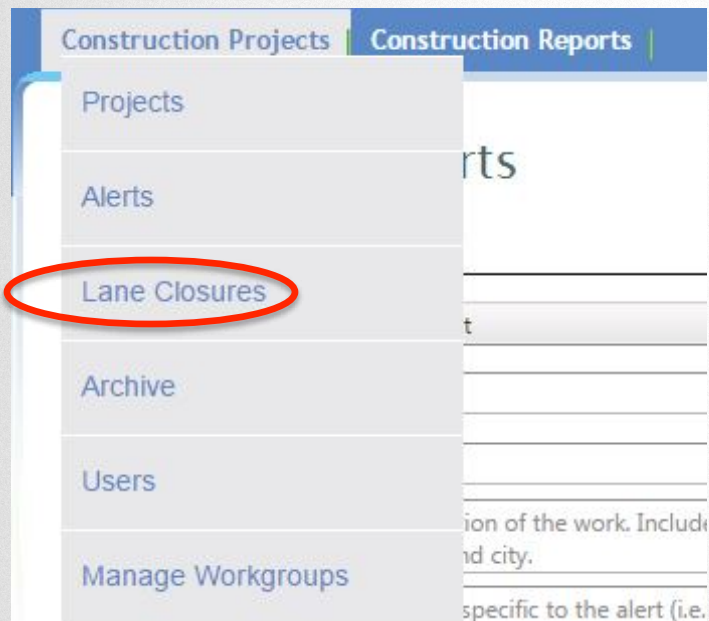
The screenshot shows a web form titled "Alert Details" with a "History" tab. The form contains the following fields:

- Project:** A dropdown menu with the text "Select a project".
- Start Date:** A text input field with a calendar icon.
- End Date:** A text input field with a calendar icon.
- Where:** A text input field with the placeholder text: "State the location of the work. Include street/roadway, cross street (if necessary), and city."
- What:** A text input field with the placeholder text: "State impacts specific to the alert (i.e. lane closures); date range and times of impact; alternate routes if any."
- Why / Benefit:** A text input field with the placeholder text: "State the reason and benefit for the work being done."
- Additional Info:** A text input field with the placeholder text: "Website, hot line number, and/or public contact information."
- Publish Status:** A dropdown menu with the text "Select a status".
- Alert Severity:** A dropdown menu with the text "Select a severity level".
- Hot Spot:** A checkbox.

UDOT Traffic – Consultant Quick Reference

Entering Lane Closure Information:

- 1) Mouse over “Construction Projects” tab
- 2) Click “Lane Closures”
- 3) Click “Add New Lane Closure”



UDOT Traffic – Consultant Quick Reference

Entering Lane Closure Information:

4) Enter lane closure details

*Leave “Activate” box blank

*See User Guide for more information

*Be sure to complete fields in all tabs (Lane Closure Details, Contact Info, Notify Users, Schedule, and Lane Closure Map)

UDOT Traffic – Consultant Quick Reference

Entering Lane Closure Information:

Lane Closures

* denotes a required field

***Lane Closure Details** | *Contact Info | Notify Users | *Schedule | Lane Closure Map | History

Closure Name: * I-15The Point Restriping

County: * Salt Lake

Additional Counties: Select additional counties (opitonal) - Requires county [Reset](#)

Route Name: * I-15

Route Direction: * P

MP Start: * MP 286 - Salt Lake

MP End: * MP 287 - Salt Lake

Compass Direction: * Both Directions

Lanes Affected: * 3

Workgroup: UCC The Point

Region: * Region 2 Area: * Salt Lake Valley

UDOT Traffic Updates

UDOT Traffic Updates for 2015



UDOT Traffic Updates



- Tab for Contact Information

A screenshot of the UDOT Traffic Updates web application. The page has a blue header with the LTDOT logo and navigation links for "Construction Projects" and "Construction Reports". The main content area is titled "Construction Projects" and contains a tabbed interface. The "Contact Info" tab is selected and highlighted with a red circle. Above the tabs, a red asterisk indicates that fields marked with an asterisk are required. The form includes fields for "Media Contact" (a dropdown menu showing "Adan Carrillo"), "Emergency Contact" (text input "Leah"), "Emergency Phone" (text input "801.556.7455"), "PI Contact" (text input "Crystal"), "PI Phone" (text input "855.764.6815"), "Control Manager" (text input "Enter the Control Manager."), and "Controller Phone" (text input "Enter Controller Phone."). At the bottom of the form are "Save" and "Cancel" buttons.

* denotes a required field

*Project Details *Contact Info Project Map History

Media Contact:* Adan Carrillo

Emergency Contact:* Leah

Emergency Phone:* 801.556.7455

PI Contact: Crystal

PI Phone: 855.764.6815

Control Manager: Enter the Control Manager.

Controller Phone: Enter Controller Phone.

Save Cancel

UDOT Traffic Updates



- Create alert from Lane Closure dialog box

Region: Region 1 Area: Northern Utah

Project: I-15 South Davis Improvements

Publish Status: Published

Alert Severity: Light: 1 to 15 minutes

Description: Expect nightly closures from MP 313 - 324 of the inside (left) lanes through spring. Single lane closures will begin at 9:00 p.m. with both lanes closed by 11:00 p.m.

Active: ☒

Create Project Alert: ☐

UDOT Traffic Updates



- Create recurring schedules for lane closures

*Lane Closure Details *Contact Info Notify Users ***Schedule** Lane Closure Map History

Please Select:
Start Date: 5/28/2013 9:00 PM End Date: 3/13/2015 10:00 PM
OR
Recurring: ☒

+ Add new recurring schedule Refresh recurring schedules

| Start Day | Start Time | End Day | EndTime | | |
|-------------------|----------------------|-----------------|--------------------|--|--|
| Start Day: Sunday | Start Time: 12:00 AM | End Day: Sunday | End Time: 11:59 PM | | |
| Insert | Cancel | | | | |
| Sunday | 07:00 PM | Monday | 06:00 AM | | |

Page size: 10 1 items in 1 pages

UDOT Traffic Updates



- Workgroups and Contractor user role

Route Name: I-80

Route Direction: B

MP Start: MP 108 - Salt Lake

MP End: MP 112 - Salt Lake

Workgroup: Select Workgroup(Optional)

Project Background: Crews will be performing culvert maintenance to prolong the useful life of the roadways.

Users

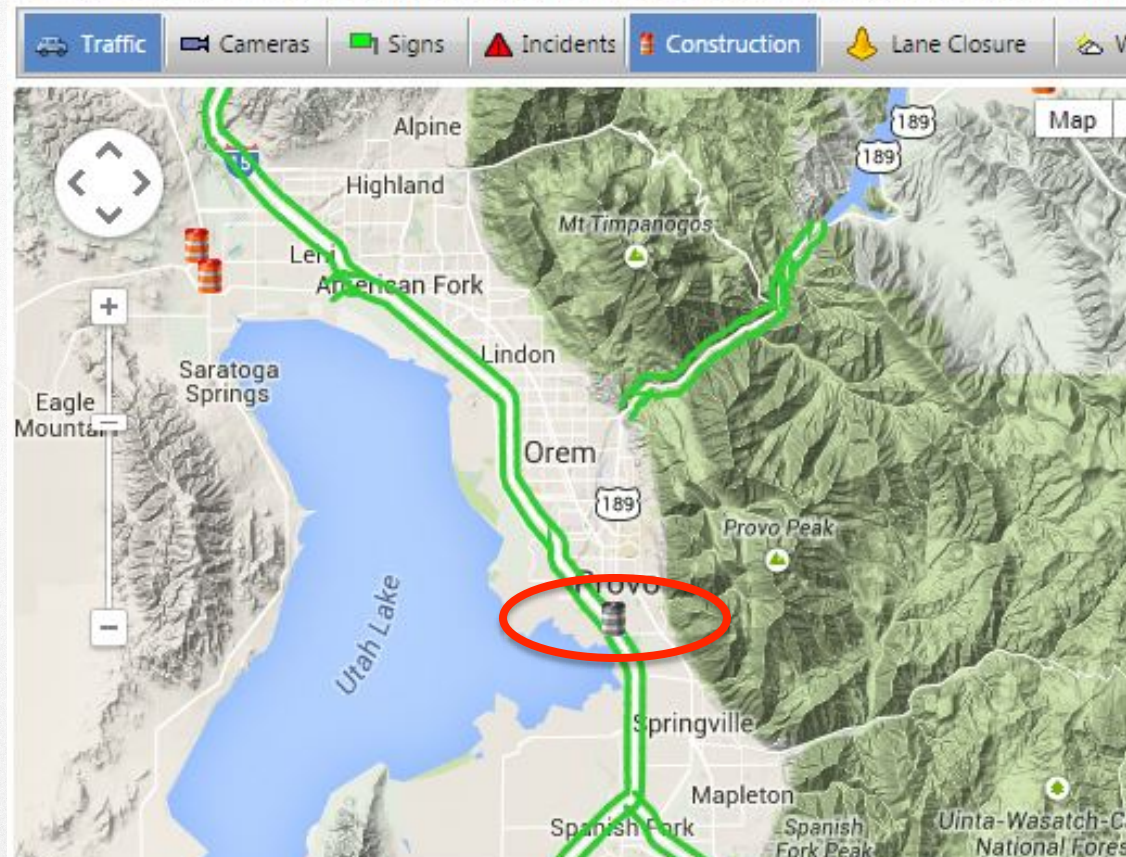
[Add New User](#) [Filters ON/OFF](#) [Reset Filters](#)

| Name | Role | Regions |
|----------------------|------------|---------|
| <input type="text"/> | All | All |
| Region 1 | All | 1 |
| Region 2 | Admin | 2 |
| Region 3 | Manager | 3 |
| Region 4 | NoAccess | 4 |
| Eileen Barron | User | 3 |
| | Contractor | |

UDOT Traffic Updates



- Grayed-out Barrels for upcoming projects



UDOT Traffic Updates



- Display Project Start/End Dates as Month or Season

MP End:

Workgroup:

Project Background:

Start Date:

Key Project:

☒ Display as Season

Active Project: ☒

Name : I-15 The Point
Location : 12300 South to S.R. 92
Route : I-15
County : Salt Lake
Description : This project will improve mobility and reduce congestion along I-15 between northern Utah County and Draper. The Utah Department of Transportation (UDOT) plans to widen and place new pavement along this stretch of freeway.
Project Info : udot.utah.gov/the-point; 1.855.764.6815
Start MP: MP 284
End MP: MP 291
Start Date : December 2014
End Date : October 2016

Lane Closure Reporting



A UDOT Program

Lane Closure Reporting



A UDOT Program

Consultant Responsibilities:

- Enter lane closure information into UDOT Traffic database (same as previous years)
- Assist contractors in downloading, installing, and using lane closure mobile application

Lane Closure Reporting



A UDOT Program

Create Accounts for Contractors:

- 1) Log into UDOT Traffic: <http://511.commuterlink.utah.gov/alerts>
- 2) Mouse over “Construction Projects” tab
- 3) Select Users from drop-down menu
- 4) Click “Add New User”

Users

| + Add New User Filters ON/OFF Reset Filters | | |
|---|------------|---------|
| Name | Role | Regions |
| <input type="text"/> | All | All |
| Region 1 | All | 1 |
| Region 2 | Admin | 2 |
| Region 3 | Manager | 3 |
| Region 4 | NoAccess | 4 |
| Eileen Barron | User | 3 |
| | Contractor | |

Lane Closure Reporting



A UDOT Program

Download Instructions:

- 1) Open a browser and navigate to <https://staging.udottraffic.utah.gov/udotapps>
- 2) Log in.
 - Username = kwkw
 - password = UdotKWKW2014
- 3) Choose the version of the mobile app (iOS or Android) to install and click the download link

Lane Closure Reporting



A UDOT Program

Install and Launch the App:

- 1) Log in using UDOT Traffic credentials
- 2) Click "Register Device"
- 3) View, Edit, and Activate/Cancel closures

*PI consultants will need to set up accounts for contractors in UDOT Traffic

UDOT Lane Closure Reporting



A UDOT Program

Mobile App Features:

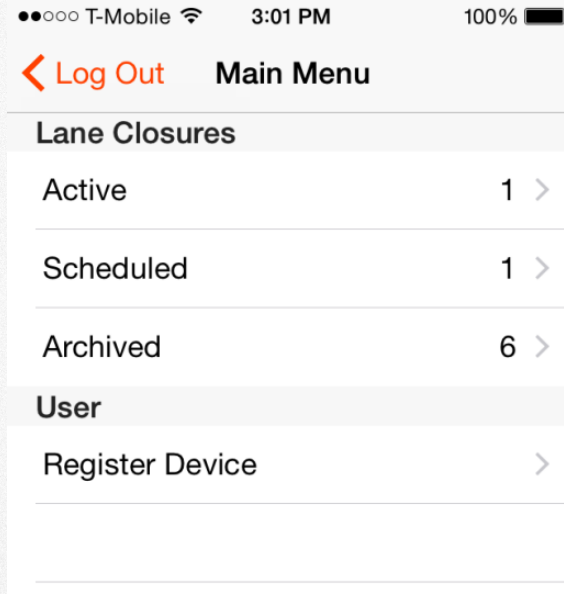
- Activate/deactivate closures in real time
- View/modify current and scheduled closures
- Generate notifications automatically to project team and TOC

UDOT Lane Closure Reporting



A UDOT Program

Screen Shots:

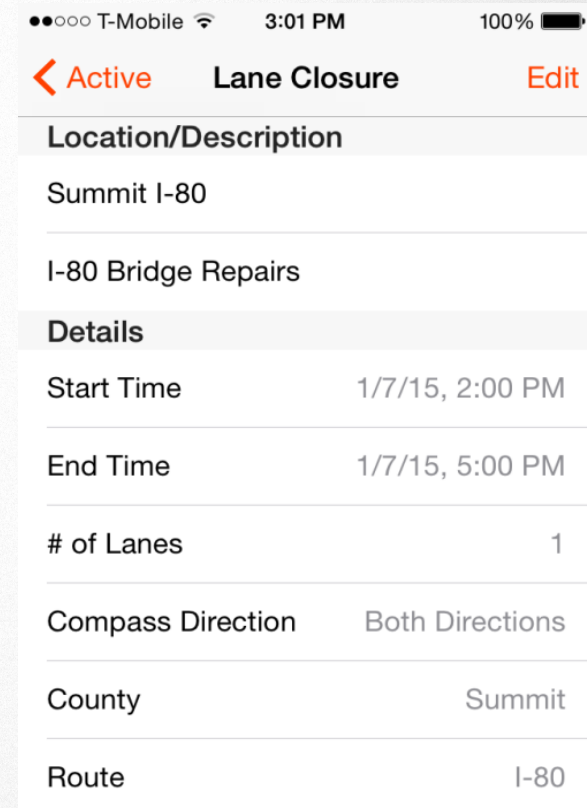
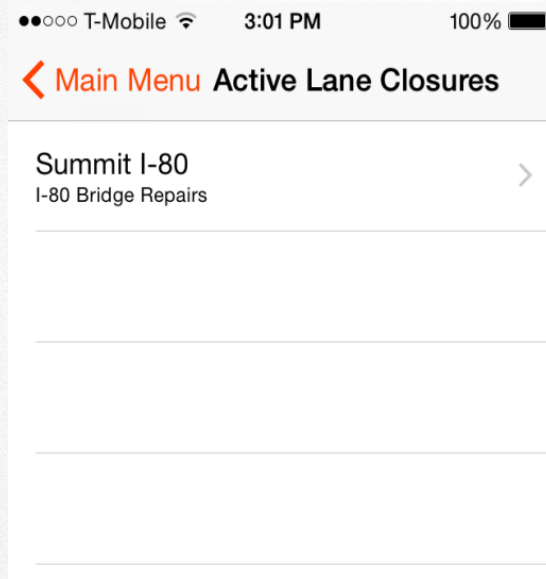


UDOT Lane Closure Reporting



A UDOT Program

Screen Shots:

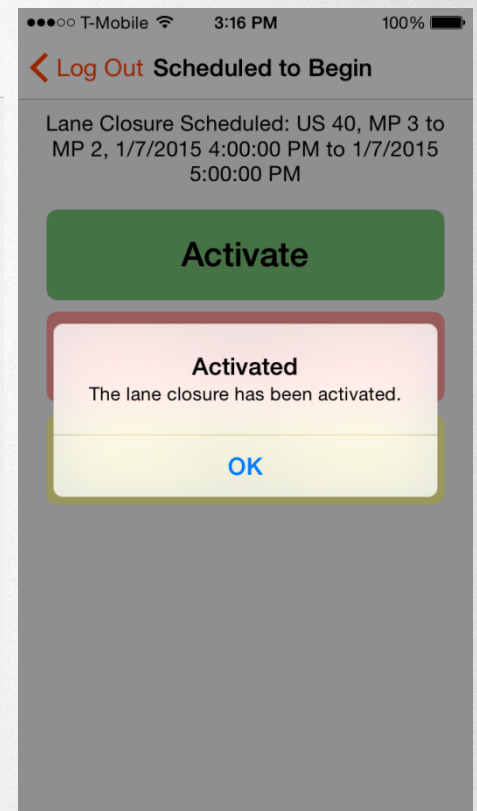
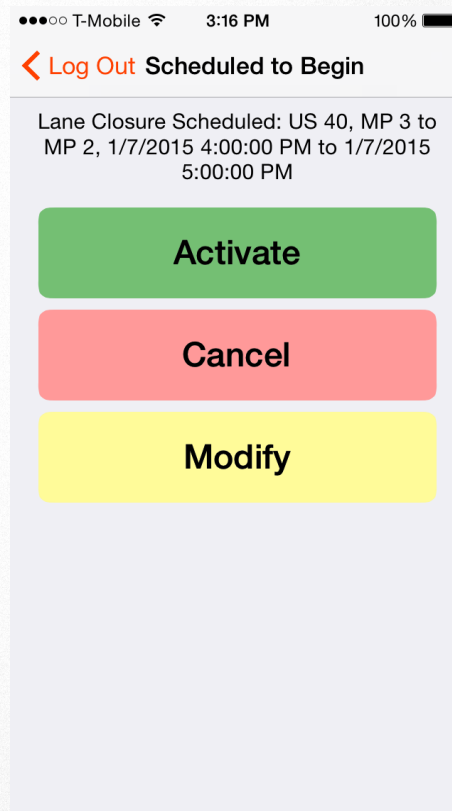
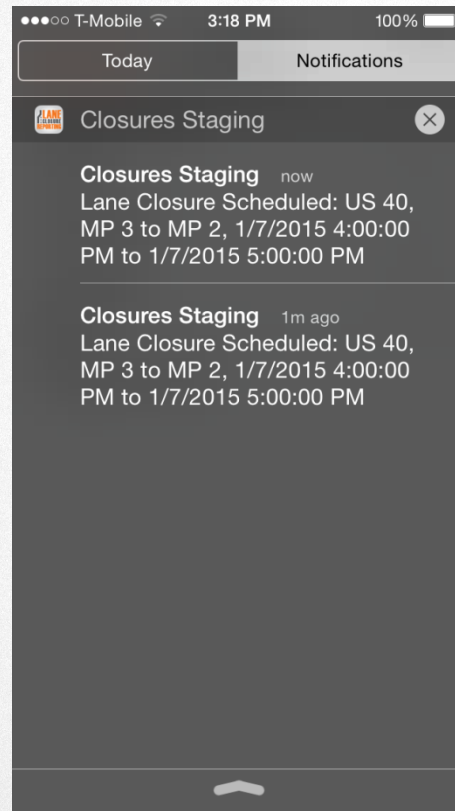


UDOT Lane Closure Reporting

Screen Shots:



A UDOT Program





Traveler Information Resources

Thank you for your interest in the resources available to you through the UDOT Traffic Management Division. The following resources can assist you with your construction projects, special events or closures due to emergencies.

| Resource | Description | What it contains | How to sign up for it or access it | Notes |
|----------------------------------|--|---|--|--|
| UDOT TRAFFIC LANE CLOSURE SYSTEM | The UDOT Traffic Lane Closure system is a portal for PI contractors and RCM's to enter construction project information. Once information is entered into this portal, it will appear on the UDOT Traffic app and website. | Each UDOT Region has selected priority routes to report construction activities. When a construction contractor closes or opens a lane due to construction activities, they are required to call the TOC Control Room at 801-887-3700 to relay the lane closure/opening. The TOC Operator will then verify that the construction project is appearing on the UDOT Traffic website and will create necessary VMS signage and other traveler information (511, emergency alert, etc). | https://511.commuterlink.utah.gov/alerts/ | Construction project information needs to be entered in advance of a project. TOC Control Room operators will always ask the caller if the project has been entered into the Lane Closure system before taking any action with other traveler information resources. |
| UDOT Traffic App | A smartphone app available for iPhone or Android devices that offers traveler information. | Congestion, construction, road/weather, bike lane, seasonal roads, special events, emergency alerts, crashes, rest areas, traffic camera locations and images, VMS locations, mountain passes and the UDOT Traffic twitter feed. | Free download from the iTunes Store or Android Market. Search for "UDOT Traffic" | Information added to the UDOT Lane Closure website and UDOT Traffic website will appear on the app. |
| UDOT Traffic Website | A publicly available website that offers many of the same features as the UDOT Traffic smartphone app. | Congestion, construction, road/weather, seasonal roads, special events, emergency alerts, crash information, truck parking maps, VMS locations, traffic cameras images and locations, mountain pass information, Citizen Reporter program information, links to partner websites, info on other UDOT programs, FAQ, information on wild fires (courtesy www.utahfireinfo.com), and a link to the UDOT Traffic twitter feed. | www.udottraffic.utah.gov | There is a simple mobile version of the website for Kindle, Windows Phone, Blackberry and other users. |
| | Emergency Alerts | Information populated by TOC Operators for a variety of reasons (construction, special events, major crashes, weather related closures). The Emergency Alert often coordinates with other UDOT Traffic outreach, such as special events, road weather alerts and the UDOT Communications Department TravelWise Alert. | Contact Corey Coulam (UDOT Control Room Manager), 801-887-3709, ccoulam@utah.gov | If an Emergency Alert is not warranted, your request can be satisfied through other outreach. |
| | Special Event Alerts | Large scale special events (marathons, relay races, football, holiday, etc) information is added to the UDOT Traffic website under the "Special Events" tab. Typically, the event information includes information from the event website on egress, transit and time of day. | Email askudottraffic@utah.gov for more information. | PROMOTIONS OF THE EVENT ARE NOT ALLOWED. Information must remain traffic-centric (no ticket prices or availability information). |
| | Road Weather Alerts | Road Weather alerts are issued by UDOT TOC meteorologists ahead of any major weather event that is expected to disrupt traffic. | To access the road weather page, visit http://udottraffic.utah.gov/RoadWeatherForecast.aspx | |
| | TravelWise Alerts | A TravelWise Alert is a coordinated effort between the TOC and the UDOT Department of Communications. When a major event is expected to be lengthy in duration and is disrupting traffic, the TOC will recommend that a TravelWise Alert be issued. UDOT Communications will determine if the recommendation is valid and give approval for the Alert. TravelWise Alerts will always have a recommended action for travelers, where other traveler information is usually awareness only. | N/A | TravelWise Alerts are issued via a push notification through the UDOT Traffic app, via @UtahDOT Twitter, UDOT-wide email and on the UDOT Traffic app/website. TravelWise Alerts are intended for minimal use/only. |

| Resource | Description | What it contains | How to sign up for it or access it | Notes |
|-------------------------------------|---|---|--|---|
| 511 Traveler Information Phone Line | A statewide phone line that offers traveler information. | The phone line contains traffic and road conditions, transit information, road/weather information and a status of the Lake Powell Ferry. | Dial 511 from any phone while within the boundaries of the state of Utah. Dial 1-866-511-UTAH from outside the state. | A strategic planning project is underway to determine the future of 511 in Utah. |
| "@UDOTTraffic Twitter" | A Twitter feed that contains traveler information. | The UDOT Traffic twitter feed contains information on crashes, weather events, special events and re-tweets information from the UDOT Regions and other partners. | www.twitter.com or download the Twitter app. Search for "UDOT Traffic" | The UDOT Traffic twitter feed is monitored by the UDOT Traveler Information Manager 6am-6pm Monday-Friday and by an on-call person from the UDOT Department of Communications 6pm Friday to 6am Monday and holidays. |
| Variable Message Signs (VMS) | UDOT has over 160 VMS (highway and arterial) deployed throughout Utah. | VMS are used for travel times and to alert drivers of crashes, weather or other delays. Information displayed on the VMS must be traffic related and cannot contain web addresses or phone numbers (other than 511). Public safety campaigns related to traffic are also displayed. | Contact the Corey Coulam (UDOT Control Room Manager), 801-887-3709, ccoulam@utah.gov | VMS signs can be used for directing traffic for large special events, construction closures, crashes, congestion, lane closures, etc. Control room operators use the signs daily and do not need to be contacted for routine VMS messaging. However, feel free to contact the Control Room manager to coordinate other messaging. |
| UDOT Traffic Media Website | A password protected website for local media to use when doing traffic broadcasts. | The UDOT Traffic media website is a configurable website that allows traffic reporters to view multiple cameras on one screen. The system is simple and easily configurable. | Contact Lisa Miller (UDOT Traveler Information Manager), 801-887-3761, lisamiller@utah.gov for more information. | |
| My UDOT Traffic Alerts | A feature available from the UDOT Traffic website that allows a user to customize the information they receive through email, text or the UDOT Traffic app. | Users can customize information by type (examples: crash, construction, Amber Alert, etc) or route (example: I-15 between certain mileposts, etc). Users can receive the alerts through a text message, email and/or a push alert through the UDOT Traffic app. | http://www.udottraffic.utah.gov/Register.aspx | This feature is an excellent way for employees who are signed up for Jpage alerts to receive additional crash information for their Region. |
| Jpages | Jpages are internal-only text message notifications sent from the TOC Control room when certain criteria is met. | Jpages contain information on road closures due to weather, crashes or other incident types. Users can select to be notified for any combination of Regions or the entire state. Level 3 incidents are when more than 1/2 of the through lanes are blocked, and Level 4 incidents are when all lanes of a road are blocked. | Contact Lisa Miller (UDOT Traveler Information Manager), 801-887-3761, lisamiller@utah.gov to manage your Jpages subscription. | The Jpage levels are currently being assessed so the information sent is more impact based. |
| Highway Advisory Radio (HAR) | HAR units allow for locally available broadcasts through AM radio stations. | HAR units are deployed throughout the Wasatch Front and can allow motorists to tune to an AM radio station to receive traveler information. | Contact the Corey Coulam (UDOT Control Room Manager), 801-887-3709, ccoulam@utah.gov | The HAR units do not have a large range and are old and somewhat tempermental. They are not utilized much. |

UDOT BRAND ASSETS



UDOT STANDARD LOGO SUITE

[Download](#) 4.4 MB



LEVEL ONE ASSETS

Business Card | Flyer 5.5x8.5
Flyer 8.5x11 | Press Releases

[Download](#) 2.7 MB



BRAND EXTENSION ASSETS

Business Card | Door Hanger
Flyer 5.5x8.5 | Flyer 8.5x11
Postcard | Poster

[Download](#) 6.4 MB



RETHINK ASSETS

[Download](#) 296 KB



UDOT TRAFFIC TRAINING POWERPOINT

[Download](#) 6.1 MB